A Shared Vision For Success

SOP Health and Hope Night

Owner: Field Training

Objective:

- To prepare, facilitate, and ensure all internal teams are aligned with deliverables for Health and Hope Night.
- Provide a platform that facilitates the need for a sense of community in the field.

Preparing for Health and Hope Night

Outline Expectations to Host: Once host(s) for Health and Hope Night are selected, send an email to host(s) to confirm availability. The email should also outline all the requirements for hosting, including a Host Check-in session, Agents of Transformation Facebook Group live, as well as all elements of the pre-recorded session.

Example:

Subject: *Health and Hope Night 10/6*

Hi Michelle and Ed,

I hope you're having a fabulous time in Disney! Michelle, thanks for the quick call and agreeing to host Health and Hope Night, which will be aired on Wednesday, October 6th. The purpose of this special event is to share all ***OPTA****VIA has to offer with Client and Coach Candidates, including the Four Components and our Trilogy of Optimal Health. Additionally, we also love sharing 3 guest speaker stories pertaining to each component of the Trilogy, healthy mind, healthy body, and healthy finances.*

Here are some quick notes regarding Health and Hope:

- *We would like to select a date and time to meet with you prior to the recording to review expectations of Health and Hope.* ***Let me know what time on Tuesday, 9/14 will work!***
- *In addition to the above content, we ask that you select your favorite Element (from 1-10) to share about. This will give the audience a little take-away for what Your Lifebook has to offer.* ***Please let us know which Element you select and what content we should add to the slide(s) to share by our check in next Tuesday.***
- *Please select three guest speakers who have had a personal connection to and can each share on one of the following:*
    - *Healthy Mind*
    - *Healthy Body*
    - *Healthy Finances (we will discuss how to make this compliant in our host check-in)*
- *We ask that you are available the day before the event (10/5) to go live on our AOT Facebook page to share about the event and how impactful it may be to the Community- help Coaches get the word out! We typically go live in the afternoon (usually either 12, 1, 2, or 3 o'clock pm)*
- *When you select your speakers, please share their photos and bios with us so we can create promotional graphics*

As discussed on the phone, this will be pre-recorded. We would ask that you select a date/time that will work for you and your speakers to record. We will record on the company zoom room, so let us know what date works and we will schedule a meeting! We would like to record no later than ***Wednesday, 9/22*** ***to*** *allow for review and editing.*

Attached to this email are compliance guidelines to refer back to when presenting to our Community. Additionally, here is a Coach Answers article containing additional information about Health and Hope Night, at the bottom you will find an example of a Health and Hope Night hosted by Jeremy and Lindsey Nicks: *https://coachanswers.optavia.com/help/health-and-hope-night*

Look forward to meeting with you soon!

Thank you so much for all you do!

[signature]

1. Alignment Meeting with Hosts: Schedule an alignment meeting with the Health and Hope Night hosts to review all requirements, deliverables, and guidelines. After the alignment meeting, send a recap email to outline what was discussed and any outstanding items needed.

Hi Michelle and Ed!!

Hope you had an awesome time in Disney World!! My name is Eleni, I am a member of the Field Training Team and I will be working with you on the October 6th, 2021 Health & Hope Night!

As Laura stated, we would like to meet with you ***tomorrow (9/14)*** *to review expectations of Health & Hope Night. Please let us know what your availability is like as soon as you can! The meeting will last approx. 30 minutes.*

As a reminder, here are the items we will discuss during our check in meeting tomorrow, please let me know if you have any questions about the bullet points below –

- *We ask that you select your favorite Element (from 1 – 10) to share about. This will give the audience a little take-away for what Your Lifebook has to offer. Please let us know which Element you've selected and what content we should add to the slide(s) to share during our check in meeting tomorrow, September 14th.*

- *Please select three guest speakers who have had a personal connection to and can each share on one of the following:*
    - *Healthy Mind*
    - *Healthy Body*
    - *Healthy Finances (we will discuss how to make this compliant in our host check-in)*

- *We ask that you are available the day before the event (10/5) to go live on our AOT Facebook page to share about the event and how impactful it may be to the Community- help Coaches get the word out! We typically go live in the afternoon (usually either 12, 1, 2, or 3 o'clock pm)*

- *When you select your speakers, please share their photos and bios with us so we can create promotional graphics*

As discussed on the phone, this will be pre-recorded. We would ask that you select a date/time that will work for you and your speakers to record. We will record on the company zoom room, so let us know what date works and we will schedule a meeting! We would like to record no later than Wednesday, 9/22 to allow for review and editing.

We are so excited to work with you!! As always, please do not hesitate to reach out with any questions or concerns.

Have a great afternoon,

2. Internal Alignment Meeting: Schedule an alignment meeting with internal teams to outline roles, timeline, and deliverables for the event.
    - Social: Provide requested date for Health and Hope Night event page to be created (at least 10 days before the event). Review requests and expectations for the Agents of Transformation Facebook Live, which typically occurs the day before Health and Hope Night. Request that a member of the team be present during the rehearsal.
    - Communications: Request that information about Health and Hope Night be included in the Monday e-Update and the weekly newsletter that goes out the week of the event, and the text message that goes out on the day of the event.
    - Compliance: Request that a member of the team be present during the rehearsal to assist with any compliance-related questions and confirm if recording can be left up on the Facebook event page or must be taken down once event is over.

3. Health and Hope Night Script Outlines and Recording Session:
    a. Schedule the recording session time for 1.5 hours and include all necessary internal team members: Senior Corporate Counsel, Social Media Manager, Director of Marketing and Communications, VP of Coach & Client Experience, Head of Digital Marketing, and entire Field Training Team.
    b. During the recording session, provide opportunity for host and guest speakers to ask any compliance-related questions, or any questions about the event.
    c. Begin the recording session by welcoming and thanking everyone for attending and sharing the value of Health and Hope Nights for the OPTAVIA Community. Remind host and guest speakers of the Compliance requirements
    d. Review polls with hosts and guest speakers - Please note that there will still be live polls when we broadcast this pre-recorded Health and Hope Night to the live audience on the August 4th, and the audience watching on our usual Wednesday Night Calls Zoom room will be able to

vote on all three polls. We will provide more detail as to how we will accomplish this when we meet during our recording session.

e. Run through the recording session as though it's live. Remember to record while in side by side mode in the Habits of Health Zoom room.

4. **Agents of Transformation Live:** Work with Social team to determine needs for the Agents of Transformation Facebook Live to promote the Health and Hope Night event. The Social Team will send an outline to the host on topics to cover to promote the event, including how to share the event and access the event page.

5. **Health and Hope Night Event:** Members of the Field Training Team will be available during the event. Team members will be needed to play the pre-recorded session in the Habits of Health zoom room as well as moderate the chat. A team member will moderate the zoom chat comments and the Facebook event page comments. Any inappropriate comments/content should be removed.
    a. As this is a pre-recorded event, there will not be a need for a member of the Field Training Team to send panelist links and emails. The Health and Hope Night Guidelines PDF should be sent to the Host(s) and guest speakers after the initial Host Check-in meeting. The Field Training Team will join the practice room 5-10 minutes prior to playing the pre-recorded session (approx.. 8:20PM EST).