



**BUSINESS
DEVELOPMENT
SEMINARS**
BY LEADERS

**Rules of organisation and scope
of support by DUOLIFE**



CULTURE OF INVITING FOR EVENTS

Guidelines for Leaders

- **BDS is a process**, and as an Organizer, you **must consider pre-event actions, invitations, and post-event follow-ups**.
- **Define the purpose of your local BDS event** – it can be recruitment, invitation to the next event, or promoting the DUOLIFE business.
- **Before inviting someone to a BDS event**, arrange a one-on-one, two-on-one, or a “table meeting” with your guest to introduce them to DUOLIFE and ensure they are an informed participant.
- **Remember that the invitation itself is already a sales action.**
- Determine the **key aspects of the event** for you as an Organizer. **Invite guests to sessions that best match their needs:** Health, Business Development.
- Ensure that **at least 50% of attendees are new guests.**
- **Invite high-ranking DUOLIFE Leaders (minimum DR+ or DUOLIFE Club Presidents) as speakers.** If you do not have direct contact, email eventy@duolife.eu



RECOMMENDED AGENDA

time frames

First part of the meeting (10:00-14:00, 4 hours)

- **Co-founder's Session (30 min)**
- **Health Session (60 min)** – Expert session + Hot Seats (3 to 5 Leaders)
- **Development Session (60 min)** – Expert session + Hot Seats (3 to 5 Leaders)
- **Business Session (60 min)** – Expert session + Recognition session
- **Power Speech (30 min)** – Recommended to be delivered by high-ranking Leaders or Co-founders

Break (14:00-15:00, 1 hour)

Second part of the meeting – DUOLIFE Club members-only Workshops (15:00-16:00, min. 1 hour)

- Exclusive session with Co-founders for DUOLIFE Club members only.
- Possible topics to cover: business invitations, follow-ups, and effective use of available tools.
- The workshop ends with a challenge tailored to the group, set with a Co-founder or Sebastian Antkowiak.
- Possible promotion during the local event for new registrants – details to be announced.



RECOMMENDED AGENDA

details

First Part of the Meeting (10:00-14:00, 4h)

Health Session (Total: 60 min) – Expert Session + Hot Seats (3 to 5 Leaders)

- You can invite health and beauty experts from DUOLIFE (contact: eventy@duolife.eu). At the end of this session, promote the **WHLF Foundation**. We do not recommend collecting cash donations during the event—these actions should take place only at the designated booth (online payments available).

Development Session (Total: 60 min) – Expert Session + Hot Seats (3 to 5 Leaders)

- Possible development topics: BDS, LDS, or TFT, DUOLIFE motivational programs, What is soft marketing? Personal branding on social media.

Business Session (Total: 60 min) – Expert Session + Recognition Session

- Possible business topics: Compensation plan, The opportunity to have your **own online store**, DUOLIFE as a **resilient business**
- **Recognition as the final element of the Business Session.** Recognition speakers serve as **proof** of business success and effectiveness.

For each session, you can use slides from the recommended slide package.

Participation of a DUOLIFE S.A. Co-Founder at your event!

Organise an event
and invite one of the
Co-Founders as
a speaker!

www.duolifeevents.com

Check if there is a DUOLIFE
event in your area?

DUOLIFE provides presentations for experts
and DUOLIFE Co-Founders for the event.



**BARTOSZ
KRÓLIKOWSKI**

Co-founder,
President of the
Board of
DUOLIFE S.A.

**ŁUKASZ
GODYŃ**

Co-founder, Vice
President of the
Board of
DUOLIFE S.A.

**PIOTR
PACYGA**

Co-founder, Vice
Chairman of the
Supervisory Board
of DUOLIFE S.A.

**NORBERT
JANECZEK**

Co-founder, Chairman
of the Supervisory
Board
of DUOLIFE S.A.



REQUIREMENTS FOR CO-FOUNDERS ATTENDANCE

Ticket sales 7 days before event:

- Minimum 100 tickets sold 7 days before the event allows participation of high-ranking Leaders and/or a Co-founder.
- Less than 100 tickets sold allows participation of high-ranking Leaders or Sebastian Antkowiak, determined on a case-by-case basis.

Event promotion:

- Engage Upline (DR+) in event promotion (at least 2 webinars with Upline about a month before the event).
- Promote the next BDS by Leaders event at the end of the current event (slide with map events available in recommended slide package).

Ensure high-quality event standards regarding hotel and conference room selection

Consider the following:

- Recommended ratio of Club Members to new guests: 50%
- Recommended actions related to the invitation culture for the event



OTHER ORGANIZATIONAL GUIDELINES

Consult event organisation with Sebastian Antkowiak via sebastian.antkowiak@duolife.eu to confirm the date and location per global and local event calendars.

Financing rules:

- Accommodation and meals for Co-founders, Health and Beauty Experts – Organizer’s responsibility.
- Transport for Justyna Godyń, Ph.D. Piotra Kardasz, and Co-founders – covered by DUOLIFE.
- Speaker fees (Ph.D. Piotr Kardasz, Justyna Godyń, Izabella Żmigrodzka, Rafał Sadowski) – covered by DUOLIFE.
- Fees for WHLF Foundation representatives – Organizer’s responsibility.
- Transport for other guests, such as Rafał Sadowski – Organizer’s responsibility.

Declare that you will introduce Culture of Inviting activities at the event.



OTHER ORGANIZATIONAL GUIDELINES

Submit **post-event statistics** within 5 working days to eventy@duolife.eu:

- Number of tickets sold
- Number of attendees
- Number of new recruits
- Number of promotional webinars conducted
- Number of one-on-one meetings for event invitations



TIPS FOR ORGANIZER

Event organisation



RECOGNITION

Recommended plan

- Duration: Maximum 30 minutes
- Objective: **Celebrate DUOLIFE Leaders' successes**
- Steps:
 - **Welcome all ranks** and explain the recognition process
 - **Group ranks from Group Leader to Executive Leader**, select five Club Members to share testimonials
 - **Ranks from Regional Manager** and above choose and prepare Leaders to the speech
 - Choose newly promoted Leaders **“fresh promotions”**
 - Highlight the Leader **who invited the most guests**
- Recommended speech duration: ****60 seconds per person****



RECOGNITION

preparation to the speech

- The host will call your rank to the stage. Please stand in the location specified by the organizer.
- Enter the stage as directed by the host, and make sure you know who will give you the microphone for your speech.
- At the start of your remarks, greet the host and the audience with a simple "Dear guests," "Dear Club Members," or "Dear participants of the XXX event.,,"
- **Avoid thanking** your team, family, or others during this speech – there will be a dedicated time and place for that later.
- **Do not single out** any individuals on stage - this moment is for you and the audience.
- **Concentrate on one thought, the main message to the audience.**
- **Avoid touching on:** controversial subjects related to politics or religion, and refrain from using profanity.
- **Aim to leave your audience with value.**

Pass the above suggestions to the **Leaders who will be speaking on stage** during the Recognition Session.



RECOGNITION

your 60* seconds on the stage

- Remember the time frame – **60* seconds is enough to inspire others.**
- **Maintain time discipline. Remember, by exceeding your time, you are taking away time from others.**
- **Prepare your speech in advance** – imagine you are preparing a reel/material for social media that lasts exactly about a minute. **Measure your speech before you present.**
- Let the essence of your speech be just **one thing, one topic, one story** that will make other participants remember your speech.
- If you don't have an idea for your presentation, **you can always prepare based on one of the following questions:**
 - Why are you in DUOLIFE?
 - What story or change made you join DUOLIFE?
 - What challenge/problem in your life have you solved with DUOLIFE?
 - What do events mean to you, and how do you use them for development?

We're recommending speech duration is **60 seconds.**

Marketing support from DUOLIFE S.A.



**EVENT PROMOTION
AT
DUOLIFEEVENTS.COM**



**EVENT PROMOTION
REACH
COMMUNICATION PER
MONTH**

(NEWS,
SOCIAL MEDIA OFFICIAL
CHANNELS,
SOCIAL MEDIA DUOLIFE
INCLUSIVE GROUPS,
REPOSTING,
SEND YOU CONTENT TO
MARKETING DEPARTMENT)



**GRAPHIC
TEMPLATES**

**PRESENTATION
TEMPLATES**

(LIGHT AND DARK COLOUR
THEME IN PPTX FORMAT)
**TEMPLATE FOR SOCIAL
MEDIA POSTS**
(.PPTX FORMAT)

**GUEST, CO-FOUNDERS
AND EXPERTS
PRESENTATIONS**



**WHEN THE LEADER PURCHASES
PRODUCTS* FOR AN EVENT OF
A CERTAIN VALUE** , DUOLIFE WILL
ADDITIONALLY PROVIDE THE
EQUIVALENT OF THIS PURCHASE
IN THE FORM OF PRODUCTS.**

*CLUB PRICE OF PRODUCTS
**LIMIT OF VALUE 3,000 PLN, INDIVIDUAL
ARRANGEMENTS
CAN BE MADE FOR LARGER ORDERS

Marketing support from DUOLIFE S.A.



SAMPLE PRODUCT

5 DIFFERENT PRODUCTS
FOR SAMPLING WHEN
ORGANISING AN EVENT
FOR MIN. 100 PAX



PROMOTIONAL VIDEOS

TO BROADCAST AT
THE EVENT



SUPPORT CONTACTS WITH COACHES, HEALTH AND BEAUTY EXPERTS



RENTAL OF MARKETING MATERIALS

PRESS WALL
INFLATABLES, BEACH
FLAGS ETC.



MARKETING MATERIALS

AVAILABLE AT
MYDUOLIFE.COM



**BUY A MINIMUM OF 50 FOR
YOUR EVENT AND DUOLIFE
WILL DOUBLE YOUR
PURCHASE - FOR FREE!**

MARKETING MATERIALS

- Event Organizers can purchase **branded marketing materials from the DUOLIFE store.**
- **Special offer for Event Organizers ONLY: Buy 50, get another 50 free!**
- Buy a set amount, get an equivalent amount for free (minimum 50 pieces per type required for the bonus).

PEN



NOTEPAD



LANYARD



TOTE BAG



BOOK*



BOOK available only in Polish and Slovak languages



EVENT SPEAKERS

How to effectively promote your participation in the event?

Be active on social media

- Publish posts, stories and reels, tagging the official DUOLIFE channels, share behind-the-scenes of the preparations and invite others to participate. Podkreśl wartość swojego wystąpienia

Highlight the value of your speech

- Tell what participants can learn.
- Ask a question or create a survey to stimulate curiosity

Collaborate with other speakers and leaders

- Record a joint video invitation.
- Share other speakers' posts and invite them to speak.

Show behind the scenes and build relationships

- Make „live session” from event, share the excitement.
- After the event, summarise your participation and thank participants.

Encourage action, sample CTA: ‘Book your place and join us!’ ‘Sign up now - we'll see you at the event!’

Remember, **promotion** is not just about informing - **it's about building engagement and relationships!**



EVENT PROMOTION

take advantage of DUOLIFE's reach

SEND US YOUR PROMOTIONAL MATERIALS, so we can publish on DUOLIFE's official channels.

The sooner you send us the materials, the sooner we can promote your event!

What can we do for you? / How can we support the promotion of your event?

- **MONTHLY NEWS** published at myduolife.com with events for a given period.
- **Event publication on the WEBSITE** www.duolifeevents.com – send us a package of information about the event: description, website address; the more information you provide, the more attractive the event becomes and can attract new people.
- **Social Media OFFICIAL CHANNELS** – send us graphics for social media – the sooner you do it, the sooner we will publish it – support for communication, ticket sales, and gaining new Club Members.
- **Social Media CLOSED GROUPS** – LG+ group: add a post, and we will approve it (LG+ reaches 10,000+ Club Members).
- When promoting the event, tag DUOLIFE's official channels, and we will repost your message.
- Send materials to the designated DUOLIFE representative during the event, and we will prepare a summary that will be published on DUOLIFE official channels.



GUESTS AT THE EVENT

tips for organizer

When inviting Co-Founders, Ph.D. Piotr Kardasz, Health and Beauty Experts, and Business Trainers to Your Event, ensure their well-being and comfort.

Key points to consider:

1. If you are unsure how to contact guests, please contact via eventy@duolife.eu

2.Ensure guests:

- Reserve a designated **parking space** close to the entrance.
- **Accommodation** is within responsibility of the organizer. Make sure the accomodation meets a proper standard and is as close as possible to the event venue.
- Provide **water, hot beverages, and meals**. They can be simple, but it's important to have them available throughout the event.
- Provide a **dressing room or space near the stage** where your guest can change, rest, and prepare for their presentation.



GUESTS AT THE EVENT

tips for organizer

3. Assign a person of contact for the Guest, who will:

- **Escort the guest** to the appropriate location.
- **Show the way** to the dressing room and other key areas.
- **Ensure the guest's comfort** throughout the event and remain available for their needs.

Please send the **contact details of this person** (name, surname, phone number) both directly to the guest and to eventy@duolife.eu **Do it at least 5 days before event begins.** Indicating a contact person is **mandatory** for the guest's participation in the event.

4. Provide comfortable environment:

- **Create a space** where the guest can relax during breaks. Ensure that breaks allow not only for meeting other participants but also for rest and recovery.
- Ask the guest about any **special needs** or additional support they might require.
- **Pay attention** to ensure the guest is not overly engaged in conversations with participants, providing them with a proper balance between interactions and breaks.



GUESTS AT THE EVENT

tips for organizer

5. Coordinate the presentation for the speech

- **Ensure** all details regarding the guest's presentation are finalized.
- **Verify** that the presentation is up to date, accurate, and ready for display.

6. Pre-event communication

- **Send the guest an organizational email** with all essential event details, including the contact information of the dedicated person supporting them during the event (name, surname, phone number), add **eventy@duolife.eu** in the email copy.



GUESTS AT THE EVENT

tips for organizer

*Example of organizational email – send it **at least 5 days before** the event begins.*

Subject: Key Organizational Details for the Upcoming Event

Dear [XYZ],

On [event date], we will meet at [event location name] during the BDS by Leaders event!

To ensure a comfortable and stress-free experience, here are some key details:

- **Event Venue:** [exact address of the event location].
- **Parking:** A parking lot is available in front of the venue. Your designated spot is marked and located at [parking location].
- **Accommodation:** A reservation has been made for you from [start date] to [end date] at [hotel name, address]. Parking is also available in front of the hotel.

On the event dedicated person of contact, [contact person's name] will be waiting for you and will ensure your comfort throughout the event. If you have any questions, feel free to reach out to them at [phone number].

Looking forward to seeing you,
[Your name or Team name]

TIPS FOR ORGANIZER

- **CHECK THE LEGAL REQUIREMENTS FOR THE ORGANISATION OF MEETINGS IN YOUR COUNTRY!**
- **Space/room for Speakers** - remember to have a space prepared for Speakers where they can dress up, prepare for their talk. Ensure you have healthy snacks and drinks for them.
- **Music at the event** - check the legal requirements for playing music in your country (e.g. in Poland it is ZAIKS, you need a contract and an appropriate fee)
- Check **available music sources** on free databases or paid platforms (YT premium, Spotify premium, etc.)
- **Insurance** - ensure the safety of your guests, contact your chosen insurance company and take out a third-party policy.
- **Security** - if you are organising an event with more than 100 people it is worth thinking about event security and medical cover, check if the venue you are organising the event has these services as part of the hire, if not then use the local offer available for these services.



TIPS FOR ORGANIZER during the event



CONTRACT to start the event

A list of the most important information on how to behave at BDS by Leaders - start your event with this!

- **Information about translations** - if translation is available during the event
- **Meals and beverages** at the event site (depending on the organizer's arrangements)
- **Important organizational announcements** (e.g., meals during breaks, buying water, coffee, rules of competitions, parking, access to toilets, order of entering the stage).
- **Social Media - tag the official DUOLIFE channels**
- **Rules for recording and presence under the stage** (video recordings, taking pictures, potential streaming)
- **Time discipline** of performances and returning from breaks
- **Respond to announcements from the stage**
- **Appreciate the performers with applause**
- **Mute your phones**
- **Stay until the end of the event**

After the contract, start with Welcoming the Club Members by positions, greetings to the Co-founders, Guests, and Experts.



HIGHLIGHT THE EVENT at social media

- When promoting the event, **remember to tag DUOLIFE's official social media accounts:**
 - FACEBOOK DUOLIFE POLSKA **@duolifepolska**
 - FACEBOOK DUOLIFE INTERNATIONAL **@duolifeinternational**
 - FACEBOOK DUOLIFE FOUNDERS **@duolifefounders**
 - INSTAGRAM **@duolife.eu_official**
- Show the **presence of DUOLIFE Co-Founders and Experts**, introduce DUOLIFE's **Leaders**, show the **DUOLIFE car fleet**, present **DUOLIFE products**, frame the DUOLIFE logo in full.
- **Group photos** - take care of the group photo, invite guests to a suitable place for the photo (with groups, stairs or e.g. the stage and the place in front of the stage work well).
- **Photos from the stage** - ask the Co-Founder, Speaker for a Selfie from the stage with the audience in the background.
- **Short video** - invite participants to record a short video with a CTA or DUOLIFE shout.



HIGHLIGHT THE EVENT at social media

- Prepare an event communication plan:
 - **Tease with Pre-Event Content** - present the value from attending the event, introduce the event guests, key agenda points.
 - **During the event** - publish in real time, showcasing key moments, tagging guests and speakers, official DUOLIFE channels, use interactive content (quizzes, surveys, questions) to actively engage guests.
 - **After the event** - prepare a summary post with a link to the content from the event (e.g. photos), also ensure a thank you post.
 - Always respond to comments, engage with content from other participants and keep the conversation going.
- When recording video during your event, remember to show your **event and your DUOLIFE brand at its best.**
- **DO NOT SHOW** empty chairs in the hall, try to capture moments when your guests look good (not sweaty, dishevelled, no food in their mouths, jacket buttoned to 1 button, etc.). Ensure that the cars in your **DUOLIFE car fleet look clean.**
- Remember that not everyone wishes to be in a public video or photo. Ensure that there is **permission to use image** in the terms and conditions.