



BDS by Leaders

USEFUL TIPS



#DUOLIFEGROUP

VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS

softmarketing



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.



DUOLIFE

#DUOLIFEGROUP



VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS

softmarketing



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.

Recommendation to speak on stage: **1 person per rank** (selection of persons based on a draw). Organiser decides about the recognition form and ranks to be invited on stage for speech.



DUOLIFE

#DUOLIFEGROUP



VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS

softmarketing



RECOGNITION

your XX* seconds on the stage

- Remember the time frame – **XX* 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?

XX* - recommended speech duration is **60 seconds.**

#DUOLIFEGROUP

 VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS


DUOLIFE

softmarketing



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.



DUOLIFE

#DUOLIFEGROUP



VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS

softmarketing



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.



DUOLIFE

#DUOLIFEGROUP



VIRTUAL PRESENTER
OFFLINE & ONLINE SOLUTIONS

softmarketing

TIPS OF ORGANIZER

- **CHECK THE LEGAL REQUIREMENTS FOR THE ORGANISATION OF MEETINGS IN YOUR COUNTRY!**
- **Breaks** - we recommend 2 short breaks of up to 20 minutes in length, encourage participants to return punctually from the break with an activity for them (e.g. a competition)
- **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.