



Information Session & Registration

Index

Audio Visual...	Page 4
Formal Presentation...	Pages 5-8
Objectives...	Page 1
Preparing for the Information Session...	Page 3
Purpose and Marketing...	Page 1
Room Set-Up...	Page 4
Scheduling...	Page 2
Team...	Page 3
Tools...	Page 3
Venue...	Page 2
<hr/>	
Registration...	Page 9

GUIDELINES FOR CONDUCTING INFORMATION SESSIONS

Learning Objectives

Upon completion of this section you will:

- Know the purpose of Information Sessions and how they fit into a marketing strategy.
- Understand the basic principles that should guide the selection of sites for Information Sessions and in arranging for the number and their timing.
- Be able to assign appropriate roles to Information Session team members and provide the necessary training for them.
- Be able to plan for effective presentations.
- Understand basic concepts important to helping Information Session participants make the right decisions for their circumstances to enroll in the CHIP program.
- Be prepared to register enrollees for the program and allocate *HeartScreen* appointments.

A. Overview

Purpose. Conducting successful Information sessions is critical to the overall success of the CHIP program. This is where the people make the decisions to enroll in the program or otherwise. Success, then, depends firstly on:

1. attracting people to the Sessions;
2. presenting them with a learning experience that facilitates their making the right decision for their health;
3. helping them reach that decision.

Brochure. The Marketing Plan needs to highlight the need for people to attend one of the free Information Sessions to help them make an informed decision. Emphasis is on the words “free” and “information.”

Scheduling. Information Sessions are best scheduled over a period of one week. They are best scheduled as two sessions a day for:

1. Mon, Tue, Wed, Thu from 4:30 to 5:30 pm, and from 6:30 to 7:30 pm.
2. Sunday from 3:00-4:00 pm, and 5:00-6:00 pm.

It's best to schedule these sessions at least two weeks before the actual CHIP program begins. Eight to 10 sessions are an ideal aim. Some of the participants, once they have been at the Info Session, may want to invite their family members or friends to hear it again. Thus, there is a need for sufficient Sessions to facilitate such a process.

It is imperative that people pre-register for these sessions. You want to keep them small—no more than 10-15 persons, so that you can relate to them—and also do the sign-up and money transaction in an efficient manner at the end of the 59-minute session. (You will need one cashier for every four persons who pre-register for a session. You should be able to enroll two out of three into the CHIP program.)

Site. The Information Sessions are ideally held where people usually meet, with good parking, preferably in an upscale area. Hospitals, schools, colleges are ideal. Depending on the size of the community and the opportunities to hold Sessions in various locations, it can be a good idea to select venues in different locations to facilitate a wider range of people attending.

Criteria for site selection:

1. Is the venue well known and easy to find?
2. Will using this particular venue add something to the program? Does it open up marketing to an audience related to it?
3. Is the venue appealing to prospective attendees?
4. Is the size of the meeting room suitable (not too big)?
5. Is the price within budget?
6. Are there any long-term strategic advantages in using the proposed venue over other venues?

Brochure, Poster and Postcard. These three powerful marketing tools to advertise the Information Sessions are included on the CD.

B. Team and Duties

Purpose. The Information Session is designed to enroll people into the program, pay their money, receive their CHIP Kit and get their *HeartScreen* appointment time with fasting instructions (on the CD). Since first impressions are of critical importance, greeters should be at the door to welcome people and usher them in. Professional attire is a given. Some drinks, such as herbal tea, or coffee substitute, should be made available.

Greeters. At the “Welcome” desk, please have people register their names and contact details. Find out how they heard about the program. Keep these sheets for further use. All names should be entered into a prospect file for follow-up before they receive the “My Personal Health Concerns” form (on the CD).

Form. Asking people to complete this form for their own information helps to lay the foundation for the presentation and will personalize the health issues that brought people to the meeting.

Testimonies. CHIP Alumni are important members of your team. Their personal testimonies add credibility. Have at least one graduate at every session.

AV Equipment. The information Session is centered around AV equipment. It should work, and it should be operated with skill.

Sign ups. Signing up for CHIP is obviously the conclusion to the Session. Be prepared, however, to accept registrations and process *HeartScreen* details earlier from those who may have attended a previous Session or otherwise learned of the program and already made their decision to sign on. The flow of duties at the end of the Session requires the following tasks to be completed expeditiously:

1. Checking the enrolment form for correctness,
2. Collecting and recording the money and issuing receipts,
3. Issuing the CHIP Kit, and
4. Providing the *HeartScreen* Lifestyle Assessment and Medication forms, explaining their use, the fasting 10-12 hours before the blood draw, and allocating an appointment time.

Room Set Up. Provide a Resource Table featuring the contents of the CHIP Kit. Place it in a position where it can be easily accessed and kept in the view of participants. As people arrive, they can be encouraged to look over the material. One aim is to convey a message of “value for money” in signing up for CHIP.

Chairs. People tend to sit towards the rear rather than the front of an audience. Therefore, limit the number of chairs that are placed in position so that the group will sit closer together and is easier to communicate with. Semi-circle for 5 to 12 people is ideal.

AV Equipment. Audiovisual equipment placement should provide an unobstructed view of the screen. Equipment needs to be set up and the entire system made functional ahead of the starting time. With smaller groups, amplification may not be necessary. If you use AV equipment, make sure it is working well because nothing detracts more than a faulty system, or a poor operator.

C. The Presentation

Length. The presentation is the culmination of the interaction between the people who have come and your Information Session team. You should aim for the complete Information Session to take no more than one hour.

Image. The success of the Presentation and the Session in general will be strongly influenced by the ability of you and your team to display:

- Your enthusiasm for the program you are about to “sell.” CHIP is without peer in what it does. By exuding this air of “CHIP is best,” your confidence will rub off on listeners.
- Your ability to display sincerity and empathy.
- Your ability to make your presentation and to answer questions in a way that conveys a sound knowledge of the principles of CHIP and healthy lifestyles.

Time Segment.

12 min. After the general welcome as people come to the registration desk, welcome them and sign them in on a master attendance sheet. Then give them the Lifestyle Knowledge test and ask them to fill it out right away. Start 5 minutes late as you give them general welcome. Ask them to finish their Knowledge Test and have them collected by users. Then, inquire about why the attendees have come. “Would you mind sharing some of your health concerns?” Often, women come because of their husbands (who are usually in denial). Go around the semi-circle and pick four or five people. Take no more than two minutes for each one.

- A. . . . says, “I’m here because I’m concerned about my blood **cholesterol**.” Moderator/Director (M/D): “Is it quite high?” “Have you been concerned about this for a while?” “Are you taking meds?” “Has it helped?” “Are you concerned about possible side-effects?” Then conclude in a low-key manner, “We are so glad you are here, because CHIP can help you to lower your cholesterol.”
- B. . . . says, “I’m here because of my **weight**. Can you help me?” M/D: “You have tried weight loss programs?” “Did they work?” “For how long?”

“Were they costly?” “How many lbs do you think you need to lose?” “How long will it take you?” “Have you felt deprived of food by other programs?” Then conclude low key: “We are so glad you are here because CHIP can help you shed some of those pounds. We’ll show you how to eat more and weigh less! And you’ll love it.”

- C. . . . says, “I’m here because of my **blood pressure**.” M/D: “Is it quite high?” “Are you on meds?” “Are you concerned about side effects?” “How long have you used these meds?” Then conclude: “We are so glad you are here, because CHIP can help you bring your blood pressure levels down.
- D. . . . says, “I’m here because of high **blood sugar**.” M/D: “Are you a diabetic?” “Since when?” “Is it related to weight issues?” “Are you on meds?” “What are you taking?” “Are you concerned about the cardiovascular effects diabetes can have?” Then conclude: “We are glad you are here, because CHIP can help you with your diabetes and high blood sugar, often with remarkable results.”

2 min. Then shift to the next portion—the “Introducing CHIP” DVD.

Before playing track #2 of the DVD (with the beer guzzling man), explain that “Most Western diseases are related to corroding arteries. Perfect health depends largely on perfect circulation. After all, you are only as young as your arteries. Yet most people rust out before wearing out. Let’s take a look at this clip.”

Stop the DVD after 2 minutes (when the word “Atherosclerosis” appears on the screen).

20 min. Then comes the PowerPoint presentation of 25 slides, which is available as a British (Canadian/Australian), or USA version on the CD. Move quickly through **slides #1-5** to explain the progressive nature of atherosclerosis.

On **slide #5** show the average narrowing rates according to age.

Slide #6 shows the clinical expression of atherosclerosis—many diseases, but the same underlying disease process.

Slide #7 is self-explanatory.

Slide #8 shows the risk factors for atherosclerotic processes powerfully displayed in coronary artery disease. Point out two principles:

1. some risk factors cannot be changed; yet the majority can!
2. the higher the risk factor is positioned on the risk arch, the greater the force that is driving this disease process. It shows the pivotal role of cholesterol levels (which ideally should be kept below 160), the big role of smoking and high blood pressure as the “Big Three.”

Slide #9 shows the risk differential for men to develop heart disease within six years. Then explain: “A man, 35 years of age with high cholesterol, high

BP, smoking, diabetic and a positive treadmill test, has a 140 times higher likelihood of developing a heart attack in six years than a man with ideal cholesterol, ideal BP, no smoking, no diabetes, and a negative stress test.

Slide #10. Please note that 5 out of 8 controllable risk factors are under the direct control of our diet. Cholesterol levels are largely determined by diet, as is high blood pressure, triglycerides (blood fats), diabetes, and overweight.

Slides #11, 12, 13 show the shift in dietary patterns, largely as a result of increases in the national income. Developing countries live largely on starchy foods, such as corn, potatoes, and beans. These unprocessed foods are high in fiber and nutrients, and they are inexpensive. But, as a society becomes more affluent, corn is turned into Doritos, potatoes into “Pringles” and beans are turned into “Porterhouse steaks”! The result is a totally changed Standard American Diet (SAD), where the starchy foods have been replaced by fats, grease, sugar and animal protein, and where the grains we used to eat, now appear as white flour in donuts, pies and cakes.

Many medical and public health leaders have shown great concern about such a highly refined, engineered diet, which is also too rich in animal products and too low in fiber and nutrients.

Slides #14 & 15. Read the slides, and then go to

Slides #16 & 17. “Here is Dr. Caldwell Esselstyn from the Cleveland Clinic, who recently said, “_____.” But the good news is that this killer disease, called atherosclerosis, can be reversed—not with the surgeons’ knife, but with your very own fork and knife—the most powerful weapons to fight and reverse these diseases related to atherosclerosis. But we first . . .

Slide #18 . . . need to understand the disease.” Based on scientific evidence, the CHIP program has been developed in such a way that . . .

Slide #19 it moves people “towards a state of optimal health. . .”

Slide #20 and it facilitates changes “through a combination . . .” “Among these, nothing seems more important than . . .

Slide #21 “supportive environments.” And that’s where CHIP excels. It does not send you for three weeks to a \$10,000 lifestyle center to get you educated—although many of these centers are worth the price. Instead, it teaches you in a supportive community setting . . .

Slide #22 “. . . in 40 hours how to defuse the bombs in your body. It defuses those bombs . . .”

Slide #23 “. . . by getting your cholesterol down.

Slide #24 “. . . And by doing so, the clinical evidence is overwhelming that many of our modern diseases, from heartburn to heart disease, from diabetes to diverticulosis, and from hypertension to depression, and cholesterol, can be normalized and even reversed. We are largely suffering

from diseases that relate to our lifestyle that our culture pushes on us. CHIP will give you knowledge and motivation.

Slide #25 CHIP will allow you to turn things around—and usually within 30 days.

9 min. Now turn on “Introducing CHIP” video/DVD to watch it to the end.

5 min. During the last 5 minutes, quickly distribute the CHIP Fact Sheet brochure and explain. (See sample on CD)

- The importance of these 16 sessions—it takes three weeks to establish new habits. Go over the schedule, time, and venue.
- How we measure the clinical progress through the *HeartScreen*, a coronary risk and lifestyle assessment. Point out that the blood test, taken before and after the 30 day CHIP program, usually costs more than \$250.
- How optional workshops, such as the “Food Shopping Tours” and a special “Applied Nutrition Workshop” are available.
- How the graduates, after the graduation exercises, will become members of the Alumni Association, which meets regularly each monthly to provide continuing support.

3 min. Finally, open a Participants Kit and a Facilitator Kit and show them what they will receive. Show them:

- The syllabus with daily learning objectives and reading assignments.
- The reading materials (books and magazines).
- The CHIP knife, etc.

Ask them, “Do you want to have a jump start with your reading and start the adventure of health improvement tonight? Why not sign up now, or come back and see this presentation again with some friends or loved ones. The price is only \$_____. We would love to have you join the 40,000 graduates that now live better lives because of CHIP.”

2 min. Then, briefly interview one of the alumni, focusing on drops in cholesterol, weight, blood pressure, medication, costs, etc.

2 min. Conclude: “For some of you who want to sign up, this is a good time to step outside and see some of our volunteer staff—all alumni of our program. For others, who may have some questions, we are happy to listen and respond. But, before we do this, let me just remind you of a few things:

- “If you want to sign up, just complete the registration form in your brochure and give it to one of our staff at the registration desk. He or she

will enroll you, have you sign a request to participate form, and then give you a time slot for your *HeartScreen* and your Lifestyle questionnaire that you need to fill out and present at your *HeartScreen* appointment.”

- Encourage the people to let their doctor know about their involvement in the CHIP program. This is not only for their benefit but can be of some strategic significance in building support with doctors for future programs.
- Remind people that the *HeartScreen* blood draws are for fasting tests and that the instructions on their *HeartScreen* appointment form should be followed.
- Advise any who might be diabetics to arrange an early appointment time for their *HeartScreens* so that they can remain on schedule with medications and meals.

At this time let those leave to sign up or otherwise and start the Q & A period.

D. Registrations.

The key points to be covered in organizing the flow of tasks involved in registration are to:

- a) Have someone positioned to check the details on the *Registration* form and on the *Request to Participate* form, prior to the person paying the fee.
- b) The Treasurer will receive the fee, issue a receipt and endorse the *Registration* form, indicating payment received.
- c) The enrollees can then be allocated to their *HeartScreen* appointment time on a master appointment sheet and provided with an individual appointment slip indicating that time. The *Request to Participate* form can be received now or you can arrange for it to be handed in along with the *Registration* form at the final station.
- d) Enrollees receive their CHIP Kit upon presentation of their endorsed *Registration* form and also receive a congratulatory letter for joining CHIP.
- e) It is important to remind those who have enrolled that they need to complete the Lifestyle Evaluation and Medication forms PRIOR TO coming for their *HeartScreen* appointments. Such a reminder could be printed on a piece of paper and taped to each CHIP Kit.

Included on the CD:

- *Registration* form—located on part of brochure
- *Request to Participate* form
- *Lifestyle Evaluation and Medication* forms (samples)
- *CHIP Fact Sheet* brochure (sample)
- *HeartScreen Appointment* master schedule form (two alternative forms depending on number to be handled).
- *Individual HeartScreen* appointment details.
- *Congratulations note* for each enrollee.

Information Session in Review

Review Questions:

1. The success of a CHIP program begins with your ability to plan and execute successful Information Sessions. What are the three main segments of these Sessions that will require your particular attention when developing your marketing and implementation plan?
2. Consider possible venues for Information Sessions for your next CHIP program. Select three possible sites and assess their suitability by applying the six criteria identified under “**Sites**” on page 2.
3. Identify the number of people that you would like to have as part of your team to plan and run Information Sessions and identify for each of them the roles that you would wish them to play. As part of this exercise, draft an outline of a statement that you can give to all participants to highlight your expectations of them as they attend and carry out their respective duties.
4. Summarize the main points that should form part of an overall strategy that is designed to influence people favorably towards enrolling in a CHIP program.