

(appeared in A.G. Edwards internal newsletter)

FC's seminar receives straight "E"s. It's *Easy, Economical and Effective!*

Cleveland FC Dave Schroyer literally packed them in at a recent seminar held at the headquarters of national trucking company Roadway Express.

"The company auditorium seats 85 people, but there were **128** people who attended the one hour workshop," said Schroyer. "Not only were all the seats filled, but we had people standing in the back and sitting on the steps." And best of all Schroyer was able to achieve this incredible turnout despite spending very little preparation time or money. The secret? He made it very convenient and worthwhile for the prospects to attend.

The company informed Schroyer that previous informational seminars have proven unsuccessful, with a turnout of ten to 15 people being typical. "They were holding their seminars after work. The employees want to go home at the end of the day. So I convinced them to schedule the workshop during lunch."

Roadway Express allowed one mention of the workshop, self-titled "Investing Made Simple,"* in the corporate flyer, then again in a follow-up e-mail to the office's one thousand employees. But Schroyer believes the key to the unusually large turnout was the decision to visit the company's cafeteria the day preceding the seminar. Schroyer stood at one door and my financial assistant manned the other. Each distributed an invitation that promised information, fun and door prizes. They also asked each employee they met if they planned to attend.

"The invitation and pre-workshop visit were key," said Schroyer. "Typically 90% don't remember seeing the flyer or the email. The pre-seminar visit and invitations were a way to drop the bait in the water to check the territory and make sure the fish were still biting."

And bite they did. The overflow crowd was treated to a seminar that was informative, enjoyable and easy as promised. After opening the seminar with a brief "State of the Market," Dave and Branch Manager John Janoch wet their captive audience's appetite with a thirty-minute overview covering four separate topics, then spent the remaining twenty-minutes with a fun and engaging Q&A session. The result? **Thirty-seven** people left notes indicating they would either like more information or to schedule an appointment. "And I'm already getting referrals from the people with whom I've met."

The seminar was easy to prepare, relatively inexpensive (information packets provided to each attendee, and some coffee mugs given as door prizes) and, most of all, effective. It worked," said Dave. "We were thrilled with it, the company was thrilled with it and I'm going to keep doing it."