



Helping people see a beautiful day, every day!

CHECKLIST FOR A SUCCESSFUL NATIONAL EYEWEAR EVENT

- DON'T DO IT ALONE:** GATHER A TEAM TO SUPPORT THE DAY
- TRACK THE CHANGE:** CREATE A BUDGET
- KNOW THE FLOW:** DRAFT AN OUTLINE FOR THE DAY
- HAVE SNACKS:** ORDER LIGHT FOOD AND BEVERAGES
- TELL EVERYONE ABOUT IT:** PROMOTE THE DAY LEADING UP TO THE EVENT
 - Display the supplied easel and poster in your store
 - Hang posters in your community
 - Contact the local newspapers
 - Update your social media pages with the provided artwork
 - Post on your social media pages leading up to and the day of the event
 - Post on you blog (visit WeAreZyloware.com for content to use)
 - Post on your website
- PUT YOUR BEST FOOT FORWARD:** PREP THE SPACE
 - Clean and organize to host all your patients
- DOCUMENT THE DAY:** TAKE PICTURES AND CAPTURE THE HIGHLIGHTS
 - Share your pictures and highlights on social media with [#NationalEyewearDay](https://twitter.com/NationalEyewearDay)
 - Tag [@zyloware](https://twitter.com/zyloware) so we can follow along
- GET EVERYONE INVOLVED:** ENCOURAGE PARTICIPATION FROM YOUR PATIENTS
 - Remind them to use [#NationalEyewearDay](https://twitter.com/NationalEyewearDay) in their posts
- HAVE FUN!**