

Easy Care event planning checklist

A checklist for team managers

Introducing Easy Care to your clients

You don't need to throw a big open day to make a difference. A small, well-run event focused on a clear topic can build trust, boost visibility, and help clients understand the value of preventative care – including Easy Care.

Use this checklist to plan a meaningful, engaging event that starts conversations and leaves clients feeling supported.

Step 1: Choose your event theme

Pick one topic that makes sense for your clients – and keep it focused. Here are some easy wins:

- Puppy and kitten welcome evening
- Healthy weight clinic
- Senior pet check week
- Flea, tick and worm awareness month
- Dental awareness talk
- Mobility and joint care QandA

Your chosen event idea: _____

Step 2: Who's presenting?

Decide who's delivering the main part of the event. It could be someone from your team or a guest speaker (e.g. supplier rep, local trainer etc.)

- Someone from your practice?
- Guest speaker or partner (supplier, nutritionist)?

Speaker(s): _____

Any supplier partnerships to explore? _____

Easy Care event planning checklist

A checklist for team managers

Step 3: Define your audience

Decide how many people you want to invite and who the event is aimed at (e.g. new clients, senior pet owners, specific breed groups).

Target audience: _____

Rough number of attendees: _____

Step 4: Know your key message

What's the one big takeaway you want attendees to leave with?

Examples:

- "Preventative care keeps pets healthier and happier."
- "You don't have to wait for something to go wrong to see your vet."
- "There are simple ways to save money and stay on top of your pet's health."

Your key message: _____

Step 5: EasyCare – How will you mention it?

You're not selling – just informing. Pick one natural way to bring up EasyCare during the event:

- Mention it during your talk
- "If you enjoyed today's talk, EasyCare includes everything we covered – plus it helps spread the cost through the year."
- Include a small EasyCare info station or sign-up desk
- Add a flyer or voucher to take-home bags
- Offer a prize draw (e.g. win 6 months of EasyCare)

Your EasyCare moment(s): _____

Easy Care event planning checklist

A checklist for team managers

Step 6: Add something extra

What will attendees take away from the event? Even small touches can make a big difference:

- Personalised goody bags
- Printed care tips
- Discount vouchers
- Free nurse check voucher
- Raffle entry for EasyCare prize

What will clients receive? _____

Step 7: Promote the event

Decide how you'll get the word out. Use:

- Social media (Facebook/Instagram posts and events)
- In-practice posters and flyers
- Email invites to relevant client lists
- SMS reminders (if appropriate)

Your promotion plan: _____

Final tip:

You don't need to make EasyCare the star of the show. Just run a warm, helpful, informative event – and let the plan naturally become part of the bigger conversation about doing the best for their pet.