

Using events to promote Easy Care plans

A guide for practice teams

Organizing a client event might feel like a lot of work – but it's one of the most valuable things your practice can do. A well-run event brings people through the door, gives clients a reason to stop and chat, and leaves them feeling warm towards your team and the care you provide.

This worksheet helps you think through the real benefits of running an event – not just in terms of footfall, but in terms of connection, loyalty, and the bigger picture of preventative care.

What events help you achieve

Events give people a reason to visit that isn't tied to illness, cost, or worry. That completely changes the dynamic – and creates space for better conversations, stronger relationships, and long-term client loyalty.

A well-run event can:

- ✓ Attract new clients and re-engage existing ones
 - ✓ Show your practice in its best light – warm, friendly, helpful
 - ✓ Give your team the chance to connect with clients outside work
 - ✓ Help clients understand the benefits of proactive care in a relaxed setting
- Create a perfect opportunity to mention your pet health plan (like EasyCare) – not as a sales pitch, but as part of the bigger conversation about keeping pets happy and healthy
- Offer something extra – like a fun competition or giveaway. Some practices choose to raffle off six months or even a full year of free EasyCare membership as a prize. It's a light-touch way to create interest and start conversations, while keeping the focus on care and community.



You're not selling – you're showing people what you do, why it matters, and how you can help.

Why it works

When people are enjoying themselves – whether they're at a puppy party, dental day, or open evening – they're open to learning more about how to take better care of their pet. Events give them space to ask questions, see behind the scenes, and speak to your team without pressure.

That's also the perfect time to let them know you offer a pet health plan that helps them stay on top of routine care and save money in the process. It doesn't need to be a headline – just a helpful part of the day.

One event. Many benefits.

Done well, a simple event can lead to:

- ✓ More loyal clients
- ✓ Happier, more relaxed conversations
- ✓ Greater awareness of preventative care
- ✓ Increased understanding (and uptake) of your pet health plan
- ✓ A boost for your team's energy, confidence, and visibility



You don't need to overthink it – just start with something small, and build from there.