

Rhythm of the Business

QUARTERLY

Wellness Regional Expo



The Wellness Network

Quarterly Rhythm



The QUARTERLY Events are designed to activate existing Silver Consultants and Core Partners who then commit, or *re-commit* to a 90 Day Launch for Gold. Although the Quarterly Event can have guests at any stage attend, the main purpose within the agenda is targeted to help 'LOCK IN' the Silvers. ALL will get great value from the Expo event, as it will inspire, build excitement, belief and desire to go Gold and beyond. It is also a great opportunity to network, share experiences, build and strengthen relationships.

Quarterly Events are PUBLIC events and are organized and hosted by the Platinum Consultants in the area working together with Nikken and PC Members. Diamonds and above act as an 'A+' for the event. The Quarterly Event is a REGIONAL event, set by 'The Nikken Rhythm' and is open to everyone.

2008

JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
S	M	T	W	T	F	S
						6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Suggested Dates for Mid-Month Events
- Nikken Quarterly Event Dates
- Nikken University - Humans Being More/Business Fundamentals
- Both HBM/Business Fundamentals & the Advanced Leadership Course for Gold's & Platinums
- 2008 Nikken Convention

WELLNESS REGIONAL EXPO

Quarterly Event



What is the purpose of the WELLNESS REGIONAL EXPO?

In short, EVEN BIGGER PICTURE. The Quarterly Event is designed to *mentally and emotionally 'LOCK IN'* all Consultants, however more so, existing **Silvers (C)** who may need to commit, or re-commit to their goal of Gold for recognition at the **next** Quarterly Expo.

Along the path of developing a Royal Diamond Business, there will be numerous events that will 'lock in' your Partner's belief, desire and inspire them to take their business to the next level. However, the Quarterly Event is likely to be the event that attracts the majority of Consultants and first time guests, of all the events in the **Region**. As such, the synergy created by this large Community of Nikken Consultants who are very excited about the future and share their excitement publically, can cause BIG decisions to be made, whereby Nikken becomes a higher priority in a Consultant's life!

Who attends the Quarterly Event?

Anyone and Everyone. Although the event is really designed to ignite/re-ignite Silvers in the Region, as well those who have completed the Partnering Process, the agenda is suitable for everyone. The presentations feature recognition, testimonies and exciting news from Nikken. As for a first time guest, they should be more than inspired to want to engage, or complete the Partnering Process after attending.

Who are the Presenters / Hosts for the Event?

Hosting a Quarterly Expo is the Competency of a **Platinum (A)**. Ideally, the Platinums in the Region will work together to plan, organize and host the Quarterly Expo. A Platinum should expect to travel to areas where support is needed, especially if it involves the direct expansion of their business in the region. The role can also be shared and exchanged with Crossline Platinums. The local **Gold Consultants (B)** play a very active role in the Expo. They will be given the opportunity to be celebrated as they share their *Personal Success Stories*. The Golds are also playing the role of Apprentice to the Platinums and learning how the Quarterly Expos operate. **Diamonds (and above) and the Nikken Event Program become the 'A+s'** in the event, adding validation and credibility with their *Personal Success Story and Vision*, when possible.

Where should you hold the Event?

Ideally this should be in a venue who's setting creates a 'special' atmosphere. In larger cities where many Consultants are operating, look to hold your event at a nice Golf Club or Event Centre. Perhaps a movie theatre that offers corporate rentals could be available. The theatre style seating, stage and video screens are perfect for presenting the audio/visuals for the event. Hotels are nice but try to be creative – find an environment that makes you excited to spend the entire day. The more staging involved, the more 'special' the feeling people will come away with. Keep it real, but remember that people *love* 'show business'. Work within a budget, of course. If you are in a smaller city that has fewer consultants operating, look to hold your event in a nice restaurant, or banquet hall.

Is there a Wellness Network ABC WebCast/Call for the Monthly Events?

Not necessarily. That is why it is important to have the Platinums working together to arrange for an 'A+' to participate in the event. For Consultants in NA, Nikken has the same annual quarterly schedule and creates Expo support material for the event. This material helps create an A+ in your event, however it is always valuable to have a live A+ attend your Expo. Here is where the building of cooperative Crossline relationships can really count!

WELLNESS REGIONAL EXPO

The Rhythm of Nikken



Synchronizing your EXPO with THE RHYTHM OF NIKKEN!

Login to your personal account at www.mynikken.com and follow the links to The Rhythm of Nikken, or go directly to <http://www1.nikken.com/rhythmofnikken/> to learn more and register YOUR event with Nikken.

The following is taken from the “Pre-Event Guide” available on-line.

MARKET YOUR EVENT.

Since the event date and venue are already established, your next step is to get the word out. Timing is key. Start early so that your prospective attendees have enough time to get excited about your event and can plan their schedules accordingly.

• **Invitations** — Whether verbal, printed or cyber, there is no substitute for a personal invitation. If you’re short on time, create a simple invite using the downloadable template on the Rhythm of Nikken Web site – all you have to do is add your specific event info, print them out and send them off to your team and hot prospects! Email invitations are an easy way to promote your event as well, especially since those who receive one can easily forward it on to their warm circle. Teach your group how to use eVites.

• **E-vite made easy** — If you are a Nikken Personal Web Page subscriber, you can send out an automated e-vite. The instructions and form are included with your PWP service. Or, go to www.thewellnessnetwork.com/evites for FREE eVites.

• **Tickets** — If you are planning to hold another function in conjunction with your Quarterly Event, like a luncheon or training, you may wish to charge a nominal fee to cover the costs of this function. A downloadable ticket template is available on the Rhythm of Nikken Web site. Decide now how you will sell and distribute the tickets before the event and how you will take them onsite. If you plan to have ticket-takers at the door, make sure they have “friendly faces” and are well versed in their roles. They are your ambassadors and are generally the first people your attendees will see upon arrival.

REEVALUATE HOW MANY PEOPLE YOU REALISTICALLY EXPECT WILL ATTEND.

Use this number – plus at least 10% – to safely estimate the total number of seating/supplies/printed materials, etc., that you’ll need to accommodate your group. (Nikken will provide support materials for the number of attendees you originally submitted, unless you tell us otherwise via email (sarahw@nikken.com) by Monday, February 5.)

PLAN YOUR ROOM LAYOUT.

How many chairs/tables will you need? Where will you process orders and sign up new Consultants? Do you need extra tables for flyers or brochures? Where will you place the graphics Nikken provides and how will they be installed? Will you serve any type of refreshments? These are all things to consider before issuing orders to the venue.

A few key planning tips:

- Face your audience toward the longest wall. This will expose more people to the front/stage area and keep your room from feeling like a bowling alley.
- If you are planning to post any directional signs, make a sample, then stand back about 20 feet and see if you can still read it. If you can’t, neither will your guests.
- Reserving the back few rows of seats is a great way to encourage your attendees to sit closer to the front, while providing guaranteed seating for your speakers/presenters.
- Be sure your plans incorporate wide aisles, accommodate disabled attendees and take into account all of the venue’s safety guidelines.
- Put ALL of your instructions in writing and give it to your venue contact as soon as possible. No matter how simple the setup, verbal directions are frequently misunderstood or overlooked.

DECIDE HOW HIGH-TECH THE AUDIOVISUAL SUPPORT IS GOING TO BE.

How detailed you are in this area depends primarily on the size of your audience and the capabilities of the venue. What types of microphones do they have available? Which are ideal for your speakers? Will you use house sound or do you need to bring in some sort of amplification? Will the venue provide a technician to oversee the details or do you need to find someone to handle the A/V? Below is a list of minimum A/V requirements. If you have a larger meeting, you may need more equipment – or a production company – to help you convey your quarterly message appropriately.

- DVD player (with a remote) or computer with a DVD drive and appropriate software
- Overhead or LCD projector (unless the DVD player is hooked up directly to a monitor)
- Projection screen (or large monitor)
- Audio system to amplify the sound from the DVD and the live speakers
- Microphone(s)
- Podium or pulpit for your presenters to call “home base”
- Adjustable lights, so you can dim the room (slightly) when the DVD portions play
- Any necessary cables, extension cords, power strips, etc. Also, when planning your budget, don’t forget to include labor and electrical/power charges. Most facilities have a standard labor/equipment rate sheet. Just ask!

WELLNESS REGIONAL EXPO

The Rhythm of Nikken



Synchronizing your EXPO with THE RHYTHM OF NIKKEN!

Login to your personal account at www.mynikken.com and follow the links to The Rhythm of Nikken, or go directly to <http://www1.nikken.com/rhythmofnikken/> to learn more and register YOUR event with Nikken.

Continued from the “Pre-Event Guide” available on-line.

FAMILIARIZE YOURSELF WITH THE FACILITY AND THE SUPPORT STAFF.

Who will be your main contact? Where are the closest restrooms located? If you need to order water or trash removal during your event, who do you call and how much will it cost? If the venue is providing the A/V equipment, be sure also to check out these and other details with the facility staff prior to your event.

RECEIVE AND REVIEW YOUR TOOLS AND MATERIALS.

In the second week of February, you will receive a box (or more) of specially prepared tools and materials from Nikken for your event. Some items may ship/deliver separately, so please inventory everything upon receipt and let us know immediately if you are missing anything. (A packing list is enclosed in the main box.)

ORGANIZE YOUR LITERATURE.

Since this is also an opportunity meeting for prospects, be sure to have the right materials on hand to give your guests. All of the following materials* are available for downloading online via the myNikken library:

- Application & Agreement forms
- Order forms
- Brochures
- Quick Reference Sheets
- Autoship forms

*New promotional brochures will be shipped with your event materials. An Event Summary form will also be available, either shipped to you with the materials or posted on the Rhythm of Nikken Web site.

REVIEW THE RHYTHM OF NIKKEN DVD.

Take time to familiarize yourself, as well as the person who will be running the DVD, with all of the components on this disk so you are comfortable during the meeting and can make smooth transitions from section to section. If you have questions, send them to us via email at sarahw@nikken.com prior to the conference calls so we can address your concerns live during the FAQ portion of the call. (Note: Walking into a room with music already playing is much more welcoming for your guests than coming into a hushed environment. For this reason Nikken has included upbeat background music on the DVD for guests to listen to as they arrive and depart.)

WELLNESS REGIONAL EXPO

Sample Agenda



Before Guests Arrive

Set Up: You want have all the products set up for this event.

Example Quarterly Expo *(A PPT Download that can be used as your Master PowerPoint for the event)*

9:30 am **Begin.** MC opens event - Welcome, Intro, Agenda for the Day ...

For Nikken North America: Once you register as a host through www.mynikken.com , Nikken Corporate will coach you and provide you the agenda for the corporate portion of the meeting. You can add training after their agenda is complete. Refer to Host's Notes for additional details.

For those outside of North America: See an example of the North American Quarterly event used in February 2007. (Next slide)

After the Nikken Corporate portion of the quarterly event:

11:30 – 1:00 Lunch

Silvers to host a Strategy Session for those who are still in the Evaluation Phase of the Partnering Process. Utilize Golds who are present, for the Q&A period (Follow agenda for Strategy Session in Silver Tool Box)

1:00 pm Special Guest Speaker: Why Build a Nikken Business Today

2:20 pm The Next 90 Days in Nikken
- highlight the Wellness Network Calendar (Monthly and next Quarterly Event)
- highlight the Nikken Quarterly Incentives for the next Quarter
- Have local leaders share their vision for next 90 days

3:00 pm Special Guest Speaker: How a 90 Day Launch / Re-Launch can create your Personal Success Story

3:15 pm Closing

Note: All Platinum Consultant Hosts should read the addendum - Being A Master Of Ceremonies, from Toast Masters - prior to the event. It will help sharpen your skills and professionalism in your new role as a 'public speaker'.

WELLNESS REGIONAL EXPO

Sample Agenda



Before Guests Arrive

RHYTHM OF NIKKEN QUARTERLY EVENT Saturday, February 17, 2007

Time	Topic/Action	Speakers/ Coordinators
97 minutes Total		
5 minutes	Introduction – Nikken DVD	DVD
8 minutes	Welcome from the Host (ideally a regional/ local Platinum) who will briefly share their story and announce the Agenda.	Host
1 minute	Introduce Bob Richards, President	Host
5 minutes	Message from the President	DVD Bob Richards, President
20 minutes	Why do you Discover IT and Live IT? (see Host's Notes for interview questions)	Gold Panel lead by Host (Leaders' Panel)
10 minutes	What's New With Nikken! Details To Be Announced	DVD Bonnie Taylor, Dir of Training, Dave Balzer, Consultant Doug Braun. VP Global Mktg
1 minute	Introduce Anne Bodak, Director of Sales	Host
10 minutes	Sales – Details To Be Announced DVD	Anne Bodak, Director of Sales
1 Minute	Wrap up Corporate portion & transition to Recognition	Host
15 minutes	Recognition – Incentive Winners and Local Achievers (see Host's Notes)	Host
1 minute	Introduce special Royal Diamond/Diamond speaker	Host
20 minutes	Diamond/Royal Diamond Success Story Set up last segment Getting Down to Business – Planning Your Next 90 Days. Highlighting “this” Quarters Incentives. (Have people set goals and lay out 90 day plan to achieve them. Have those stand that are committed to getting it done.) Close Event	Royal Diamond/ Diamond Speaker

WELLNESS REGIONAL EXPO

Sample Agenda



Host Notes

3R's Recognition Section

Should be read:

The 3 R's are the three Core Competencies of our business. They are...

Recruit: Attracting Partners to build a strong foundation for creating an organization.

Retail: Supporting Clients in achieving & maintaining good health in establishing their wellness home.

Residual: Supporting the development of competent Leaders to ensure duplication for secure and stable growth

Each quarter of the Nikken Rhythm begins with the announcement of incentives for each of these categories. This quarter's incentives are – (review the 3R's incentives for the quarter). At this time we would like to recognize those who have so far been awarded...

Recruiting: (Example) If you have sponsored a new Senior or above who are on Autoship since (month), the start of Nikken's Quarterly Incentive, please come up to the front of the room. (Have each person introduce themselves, their background, how many sponsored etc.)

Retail: (Example) How many here of maintained a minimum 1000 in Personal Volume for (month), and have now already achieved that for (current month) also?

Residual: (Example) Recognize all those who moved rank in (month)...New Seniors, Executives, Bronzes etc. Have them share their name and background while standing at their table. Next level Silver.... All new Silvers to the front of the room....Introduce themselves, background etc. Panel format...

Gold's Recognition Section

Remember, this is where we want to *enroll* partners, especially Silvers, to 'lock in' the Vision, the excitement, the opportunity and the fun in committing to and Launching, or Re-Launching their Nikken Wellness Business for **this next quarter** - so this part is very important.

In this section you should recognize all Golds, however, if possible, your panel of Golds should be those who are newest (last 90-180 days). Get this information in advance to determine the size of the panel and who will be included.

Review the Gold panel interview questions to see how the questions are designed to lead and extract the appropriate information and emotion. The questions are available to print from the next page of this document. We ask that you mentally put yourself in the vibration / experience of what you felt like during the time you went Gold – regardless how long ago it was.

WELLNESS REGIONAL EXPO

Sample Agenda



Host Notes Cont'd

Gold Panel Sample Questions (quarterly event): Maximum 6 on Panel

- Q1. What originally attracted you to Nikken? (This one **everyone** answers – 30 to 60 seconds ONLY).
- Q2. Why are you building this business – what continues to **drive** you today? (2 people answer – 2 minutes each)
- Q3. Describe how you developed a Gold business and how did it **feel** when you accomplished your goal? (2 people answer – 2 minutes)
- Q4. What suggestions or business or self-development advice would you give to help people achieve this rank (2 people answer – 2 minutes each)
- Q5. What kind of life do you expect to be living 3-5 years from now, as a result of building a Nikken business? (everyone has 30-60 seconds to answer). **This is the most powerful question, some absolutely awesome and inspiring vision can come from this.**

WELLNESS REGIONAL EXPO

Addendum

Being a Master of Ceremonies



The Master of Ceremonies Role

The Master of Ceremonies is the "conductor" of an event or meeting. The primary responsibility of the Master of Ceremonies is to serve as a genial host. An ideal MC is a person who has poise, presence and who can command the attention of an audience.

"It is an honor to be asked to be the master of ceremonies at a function. It means that you have a sense of humor, know how to project your voice, and can handle audiences. It means that you have the gift of being able to "think on your feet" so that you can react quickly in an emergency. (An 'emergency' arises when the main speaker does not show, or when the air-conditioning ceases to function and the microphones don't work!)."

Before the Event

1. A successful Master of Ceremonies is thoroughly prepared. Meet with all organizers well in advance of the event to confirm the purpose of the event and the planned agenda in detail.
2. If possible contact all speakers or others who will have a role in the program and confirm their responsibilities, time allotted to them and anything they might require at the event. In preparation for introducing key speakers contact them to find out the title/topic of their presentation and some background information on them.
3. Find out if there will be any special guests in attendance who should be acknowledged at the event.

At the Event

"Preside with sincerity, energy and decisiveness. Take your audience on a pleasant journey and make them feel that all is going well".

Arrive early in order to finish any last minute details. Check with speakers and other meeting participants to make sure all their requirements are in place (if not take steps to address any problems if you can) and in case there are any last minute changes.

1. Confirm whether expected special guests are indeed in attendance.
2. Have an agenda and plan to stick to it.
3. Start on time and plan to end on time.
4. Be prepared.

While you can plan well, things can run amuck. Be aware that this can happen and have a possible strategy to address problems that might occur. The ideal MC is resourceful, creative, flexible and able to respond to problems "on the fly". Your objective is to keep the event running on time. Attendees appreciate an event that runs on time. Consider the following tips: Keep a watch in front of you on the lectern or table to enable you to keep track of the time. Or, arrange beforehand for someone in the audience to be a timekeeper.

Opening Comments

1. Welcome all present.
If there are any special guests, officials, politicians or others of note they should be acknowledged in the welcome. Introduce yourself, share your personal success story, even if you think everyone should know who you are.
2. Remind the audience of why they have come -- the reason for the event and what you hope to achieve or accomplish at the event. ie: to celebrate accomplishments, share personal success stories and to have fun!
3. Outline the upcoming program briefly.

WELLNESS REGIONAL EXPO

Addendum

Being a Master of Ceremonies



During the Program

Introductions/"Handling" the Speakers

1. As the Master of Ceremonies you are responsible for introducing every speaker and others who are playing a role in the program at the event. A proper introduction is important to the success of a speaker's presentation so have a good introduction prepared prior to the event for all key speakers. The more important the role played by the individual, the more extensive your introduction should be.
2. Once you have completed your introduction of a speaker, lead the applause for the speaker and continue applauding until they reach the lectern/podium.
3. The MC serves as the informal "timekeeper" for the speaker.
4. When the speaker has finished this/her presentation lead the applause until the speaker is seated.
5. Before you proceed on to the next portion of the program it is appropriate to thank the speaker for their presentation. If possible make reference to some aspect of the talk which you found particularly important or moving (this shows that you were listening and also confirms the value of the speaker's presentation).

Bridging

An essential skill of an MC is the ability to make comments which "bridge" between segments of the meeting. Prior to the meeting try to prepare some remarks which might be used to bridge between segments or comments or anecdotes which could be used if there is a delay or disruption in the program. A skilled MC is able to use incidents that occur in the event as bridging tools. Don't worry if you are not sure how to do this. This skill can be gained with experience and practice if it does not come naturally to you.

If the event is several hours in duration, and there are breaks during it, it could be useful to make a few comments summarizing what has happened so far in the event, and what is yet to come. If there is a gift or honorarium for the speaker(s) it can be presented at the conclusion of their speech. If there are several individuals to receive gifts they can all be presented at the conclusion of the event if this seems appropriate and all the speakers will still be available.

Closing the Meeting

The most Senior rank ie: Diamond or above should close the event with the objective of having new partners want to commit to launch their business and guests commit to completing the Evaluation phase. Their close will be both visionary and inspirational with a call to action.

At the end of the session it is customary for the MC to thank the speakers and thank all who attended for their participation. In addition, if any people were of particular help to you in organizing and conducting the event, thank them publicly at this point for their assistance. If there are only a few people who assisted you can name them individually. If many people, you can say that you have had a large group of people helping you make the event a success, and you would like to thank all of them for their support. You could ask them to rise to be acknowledged.

If you want to inspire your audience to take further action after the meeting use of a inspirational story or quote might be useful. For example: "*The bravest are surely those who have the clearest vision on what is before them, glory and danger alike, and yet notwithstanding, go out and meet it.*" -Thucydides

Following an event it is appropriate to send a note of thanks to all who contributed to the success of the Event in a major way. In particular speakers should be thanked for their contribution. This correspondence should be sent within two weeks of the event. If you do not carry out this task someone key in the organization that sponsored the event should perform this very important courtesy.

