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**TAN ANGELS**  
**EVENTS**

**minetan**  
BODY.SKIN

**tan.easy**  
PRO TOOLS

**b.tan**<sup>™</sup>

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INTRODUCING...

# TRAINING EVENTS WITH OUR TAN ANGELS

## EVENT OVERVIEW

MARQ Brands invites you to spend time with our Tan Angels to learn how tanning works and become an industry expert, from how skin actually tans, to how you sell products to your clients. Become an industry specialist with this engaging event. This is an opportunity to educate and sell to your existing customers and acquire new customers.

Sessions can be adjusted to suit specific needs however will always cover off the following core program outline.

## CORE PROGRAM OUTLINE

- Prevention is better than cure: Ensure every faux tan is a flawless one
- A first class experience: Giving clients what they deserve
- Practical Instruction / Demonstration: How to tan easily, efficiently and effectively
- Customer service and frequently asked questions
- Learn Tips & Tricks in your spray technique
- Structure of the skin
- DHA: How does it work



# PARTNER EXPECTATIONS

## MARQ BRANDS

- **Talent:** Tan Angel Experts for training (1-2 trainers per event) & an opportunity for Jimmy Coco\*.
- **Support staff:** We will provide 1-2 staff for the event including sales staff, customer service, marketing and photography
- **Deals:** We will provide package deals & pricing recommendations for success
- **Prizes & offers:** Exclusive brand prizes and offers for guests.
- **Gift Bags:** Product samples & promotional material including catalogues and tshirt
- **Free spray tans:** to all attendees (cut off based on closing time/schedule)
- **Promotion:** Event promotion to our email database and social media followers
- **Ticketing Platform:** Set up and management of event ticketing via [EventBrite](#)

\*Jimmy Coco, for enquires please speak to your account manager for details.

## WHOLESALE

- **Venue:** Training Facility or dedicated space with room for a minimum 30 guests and public liabilities insurance.
- **Stock Order:** Minimum \$10K order with your MARQ Brands Account Manager. Events confirmed upon order placement. Stock must be shipped 14 days prior to ensure delivery and stock levels.
- **Equipment:** Demonstration equipment including All In One Booth.
- **Guests:** 30+ industry attendees looking for existing or new accounts
- **Sales Staff:** 4+ sales staff to facilitate sales during and after the event.
- **Promotion:** Event promotion to your customer base. Responsible for minimum 50% of total guests.
- **Model:** Suitable male or female model for all demonstrations at the event.
- **Refreshments:** Drinks and food for all guests, Includes RSA trained staff for serving alcohol.
- **Payment Facilities:** Where appropriate, provide payment facilities to support large volume of customers, including iPad stations for "self service" sales.
- **Sales collateral:** Printing & prominent signage of the deals at the event. MOB to design to spec.





# HOW WE PROMOTE FREE EVENTS

4 WEEKS OUT

## ONLINE REGISTRATION

Set up Event Registration in Eventbrite + listing on website.

3 WEEKS OUT

## PROMOTION

eDM to database (location based) + localised social media advertising

1 WEEK OUT

## LAST CHANCE

2<sup>nd</sup> eDM to database + final push on social media

EVENT DAY

## REMINDER

Reminder set out by email from Eventbrite. We can support with SMS.



# GET IN TOUCH TO BOOK

YOUR NEXT EVENT

ROULA GUTA

SALES DEVELOPMENT

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