



Opportunity Night Sample Agenda

Not sure how to plan your opportunity night? Don't worry! This five-part agenda will help you finish the night within 90 minutes, which isn't long at all for an amazing event that can bring new members to your team.

1. Welcome Guests (5 to 15 minutes)

Take a few minutes to greet everyone and do quick introductions. You can start with an ice breaker game or a get-to-know-you activity. For example, as everyone arrives, tape the name of a Stampin' Up! product to each person's back. Have guests ask each other yes or no questions to guess which product is on their back.

2. Share Your Story (10 minutes)

Help your guests know how you came to be a Stampin' Up! demonstrator. Tell them how you got started and what you love about Stampin' Up!

3. Demonstrate the Starter Kit (15 minutes)

Show a project (or a few) made with items they can get in their custom Starter Kit. Let them know how much the Starter Kit costs and how much extra free product credit comes with the Starter Kit so they can see what a good bargain it is—in addition to being a practical start to their creative business.

4. Answer Questions (15 minutes)

A great way to get questions started is to make it a game. For example, give anyone who asks a question a ticket, which they'll use to enter a drawing for one or more small prizes. Make it fun and silly! The more questions you get, the better.

5. Make & Take (20 to 35 minutes)

Allow everyone to make the project you demonstrated earlier. While they are enjoying themselves, mingle and chat with everyone. You can also have displays, treats, and maybe even a special gift for anyone who joins your team during the opportunity night. Not sure what type of gift to give? Some ideas could be a free pack of cards (or any stamped project) or a gift certificate to attend one of your stamping events for free.

Follow Up (90 minutes)

Many people will need some time to think about the opportunity and decide to join, so after the event, reach out to guests who didn't join during your opportunity night. It might surprise you who will give it a try!