

Humana®



Elevating Your In-Field Training
Events from Good to Unforgettable



When does a memorable event start? Today.

We heard you; you want to raise the bar. To be the best host you can be. To make your in-field training events useful. Informative. Engaging. So we gathered all the intel we could—from marketing strategies to presentation tips—to help you host memorable events for years to come.





Even before you figure out your event details, you need to work on the most important part: your presentation. Start preparing early so you don't get caught up in the moment when you step on the stage.

1. Memorize your notes

Above all else, you need to know what you're talking about. Don't rely on your slides to give your presentation. Memorizing your notes helps you speak confidently and hit the most important points within an appropriate time (no more than 1½ hours), no ifs, ands—and especially no ums—about it.

2. Change your tone

Nothing puts an audience to sleep faster than a monotone voice. When you're discussing your Agents' challenges, lower your voice and be empathetic. When you're discussing a new opportunity, get upbeat and excited. A little inflection can go a long way.

3. Pauses are your friends

Like changing your tone, using pauses is an essential skill for a presenter. Believing in the power of silence not only helps you pace yourself, but it also helps you emphasize the right information. Think of it as “letting the arrow land.” In other words, giving your audience a second to process the message.

4. Get some feedback

Be sure to practice your presentation in front of a colleague (or several colleagues). They can critique your presentation to help you emphasize the right points, check your speaking volume and generally help you make it the best it can be.

5. Engage with your audience

Think about the most engaging presentations you’ve seen. Did the presenter talk *at* their audience? Probably not. The key to engaging your audience is to engage *with* them. Discuss issues and opportunities that are specific to your area. Ask them questions and move around the stage so you can interact with the entire audience.



You've been practicing your presentation, and you've fleshed out the basic details of your event. So what's next?

Invite your Agents

Inviting your Agents early is key, so they can plan ahead. This includes calling your newest Agents to welcome them to Humana and to personally invite them. There is an email template available in the event toolkit to make inviting your Agents quick and easy.

Here's when you should start spreading the word:



Invite Email:
Two weeks prior



Last-Chance Email:
Three business days prior

Get the right refreshments

Bringing a couple bowls of punch isn't enough. You need to provide the right refreshments so your event starts off on the right foot. Here are our refreshment suggestions based on the time of your event:



Mid-morning:
light snacks
and coffee



**Late morning to
early afternoon:**
catered lunch



Mid-afternoon:
light snacks
and drink options

The invitations were sent, you've set up your space and your presentation is ready to go (you've been practicing, right?). Let's make it a success.

Timing your event

We've run hundreds of in-field training events, and we've found that the following timeline typically works best. However, feel free to adjust it if you feel it'll help improve your event.

- Check-in, networking and refreshments: 15 mins.
- Presentation: 1½ hours
- Wrap up and questions from Agents: 15 mins.

Help your Agents network

Before your presentation starts, give your Agents some time to mingle. Feel free to chat with them and introduce them to each other during this time. In particular, help newer Agents grow their networks by introducing them to some seasoned vets.

Check on your check-in

Ensure that your Agents are checking in on your laptop or iPad as they arrive. This includes being prepared to help them check into the system if they're having trouble.



You've done it! You gave a great presentation, your Agents learned a lot and, who knows, maybe you even got a standing ovation. But the work isn't quite done, so let's keep that momentum going and finish strong.

Save your reusable materials

Your event materials include signage and other assets that are made for you to reuse. Pack these up carefully so they look just as good at your next in-field training event.

Follow up with your Agents

The day after your event, send a follow-up email thanking your Agents for attending. Use these to keep the conversation going and to give them useful post-event materials. Like the invitations, there's a follow-up email template available in the online toolkit.

Need more tips and tricks? Contact
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