

Quick Tips for Hosting a Medicare Educational Event

How to prepare to ensure your educational event is successful.



Your event is about making connections in your community and letting people know you can be a Medicare resource.

Here are some tips to make this a great experience for everyone.

What to bring

- Water for yourself so your throat does not dry out as you present
- Approved Medicare 101 Presentation provided by your FMO
- Power strip and extension cord so you can be prepared to set up anywhere in the room. You may want to bring an adapter as well in case the event space has a two-prong outlet only.
- Personalized takeaways with your info like business cards, pens, notepads, magnets and more
- Business Reply Cards (BRCs) so you can follow up with those that attended the event

Preparing the space

- Test your presentation and technology before the event so you know it works
- Set up enough chairs for estimated group size
- Directional signage throughout the event space may be helpful to help guide your audience to the right location

Presentation tips

- Bring your own questions to help people feel comfortable participating. For example, you can say “I get this question a lot...”
- Have fun and tell stories! People remember stories more than stats, and you want them to have a good time so they feel more inclined to work with you.
- The most memorable part of a presentation is the last 5 minutes, so make sure to end on an enthusiastic note

You're ready to welcome your guests and begin your seminar! Make sure to stay friendly, confident and open to general Medicare questions from attendees.

Be compliant!

Your interactions with consumers must comply with the CMS Medicare Marketing Guidelines. Educational events can provide Medicare information and answer consumers' questions but **cannot discuss benefits or available plans**. You may share your contact information and provide business reply cards, but you cannot require attendees to provide their information. Before any event, get approval for your materials and plan from your compliance agent. Find out more here: <https://www.cms.gov/files/document/agentbroker-dos-donts-9-2021.pdf>