

REDEFINING THE BUSINESS LUNCH:

INTRODUCING JSA'S NEW 'MEET & EATS' VIRTUAL EVENTS PRODUCT

An Innovative New Way to Engage and Nurture Leads While Breaking Bread & Closing Deals Virtually

The tradition of 'breaking bread' together has long been tied to building connections, community, and trust. JSA's new 'Meet & Eats' Virtual Events Product taps into this basic human practice of sharing and bonding with others, fostering greater engagement and conversion for your one-to-one and one-to-many virtual events. Long gone are the days of planning and promoting a webinar or the perfect pitch for only a few to arrive and then 'turn off' before you are even ten minutes into your meeting. With "Meet & Eats", get ready to truly 'dial in' to your incentivized audience, for the entire duration of time, and with honest feedback and interaction.

How? Those four magic words: 'lunch is on us'. The act of giving a free lunch for their time drives commitment and interactivity – enabling your meeting participants to trust and give more, knowing they have already received from you.

So Logistically, How Does it Work?

- STEP 1** The JSA Events team works with you to identify your virtual meeting needs and a targeted list of potential participants.
- STEP 2** If needed, JSA can utilize its own Zoom or GoToWebinar platform OR your own company's video/audio conference system.
- STEP 3** JSA can manage invitation design, registration capturing, and promotion (including social, email, text reminders and more) to ensure your attendees are notified and signed up.
- STEP 4** Once the participant registers, JSA will send a confirmation note with a link to choose their lunch from nearby restaurants. If the attendee lives in a remote location with limited delivery options, a restaurant gift card will be sent instead.
- STEP 5** An hour before the meeting, the lunch is delivered to the meeting participants' doors! The doorbell serves as a powerful last reminder to login and be ready.
- STEP 6** You login, welcome folks to please eat while interacting, and enjoy meeting with a group of listeners who are on time, engaged and ready to provide their feedback in real-time.
- STEP 7** JSA provides the meeting stats to your team, and if desired, a thank you note to your participants.

Ideas for Hosting Meet & Eats:

- ✓ Webinars
- ✓ FacebookLIVE broadcasts
- ✓ Virtual Press Conferences
- ✓ Virtual Fireside Chats
- ✓ One-to-One Video/Audio Meetings
- ✓ One-to-Many Video/Audio Meetings
- ✓ Prospect Pitches
- ✓ Internal Team/Town Hall Meetings

Ready to Serve Up Lunches to Your Leads?

So if you'd like to send a pizza, sandwich or salad (your recipients' choice!) to your prospect or client for your next virtual meet-up, email JSA Events at events@jsa.net.