Ambassador Event Guidelines
Welcome! And thank you for helping us to SOUND THE ALARM! Time is of the essence, and we are here to assist you in sharing the Wakaya message with as many people as possible! Whether from a HEALTH or WEALTH perspective, there are millions that want to hear what we have to say, and they want to hear from you sooner, rather than later!

The purpose of the Sound the Alarm Tour, or STAT events are to support our Ambassadors in the field, as well as to increase consistency in our presentations across the entire Wakaya Nation. Whether your event(s) are for just a few of your friends and family, or for a few hundred people you’ve never met before, we have a STAT event format for you!

Here are the different levels of corporate support for all of your STAT events:

**Level One STAT Events**

Whether in a convention facility, a home or online, your Level One STAT events are the most important and fundamental building blocks of your business. Every leader should host or co-host at least one Level One STAT event per week to help grown their teams! This gives local Ambassadors an event to build to constantly, as well as a place for Customers to learn more about our products. Local Ambassadors will often invite their upline leaders to occasionally participate in these events.

**Host (Ambassador) Expectations**

- **Attendance:** From 1 to 100 or more Ambassadors, Customers, & Guests.
- **Presentation:** Standard Product and or Income Opportunity Presentation.
- **Venue:** Any real or virtual meeting space adequate to accommodate the attendees and properly represent the company and opportunity.
- **Venue and expense sharing as per company policy – located in the appendix of this guide.

**Corporate Expectations**

- Downloadable/customizable promotional flyer template / social media square template. (We are unable to submit these to the marketing department for customization. Please use the template provided to create a custom flyer you can use to promote the event and have posted on the STAT blog page.)
- Event listing on dedicated blog page under weekly events. (Please submit a completed flyer to events@wakayaperfection.com to have it posted on the STAT page.)
Level 2 STAT Events
These are larger events and could likely be monthly STAT events where you bring multiple organizations together and share the front of the room with other key leaders in your general area. Quite often, they'll say the same things in a different way, that can bring a breakthrough to you and your team!

Host (Ambassador) Expectations
• Attendance: From 50 to 200 or more Ambassadors, Customers, & Guests.
• Set a goal to have a minimum of 20% of attendance being customers and guests.
• Manage Registration
• Presentation: Standard Product and or Income Opportunity Presentation.
• Venue: Any meeting space adequate to accommodate the attendees and properly represent the company and opportunity. Venue costs are the responsibility of the Host(s)—See company policy—located in the appendix of this guide.
• Product display and event set up.

Corporate Expectations
• Downloadable/customizable promotional flyer template / social media square template. (We are unable to submit these to the marketing department for customization. Please use the template provided to create a custom flyer you can use to promote the event and have posted on the STAT blog page.)
• Event listing on dedicated blog page under weekly events. (Please submit a completed flyer to events@wakayaperfection.com to have it posted on the STAT page.)
• Special corporate guest appearance via Zoom or other LIVE media.

Level 3 STAT Events
These larger STAT events are generally regional type quarterly events where you bring organizations together from across your region and share the front of the room with key field and corporate leaders. This is when you share the “bigness” of Wakaya and the task at hand. This is the event where you may invite keynote speakers and or other corporate guests.

Host (Team) Expectations
• Attendance: From 50 to 500 or more Ambassadors, Customers, & Guests.
• Set a goal to have a minimum of 20% of attendance being customers and guests.
• Manage Registration
• Presentation: Standard Product and or Income Opportunity Presentation and Training.
• Venue: Any meeting space adequate to accommodate the attendees and properly represent the company and opportunity. Venue costs are the responsibility of the Host(s)—See company policy—located in the appendix of this guide.
• Product display and event set up.
• Corporate guest expense—transfers from/to airport and event, Lodging and food.

Corporate Expectations
• Custom promotional flyer and social media square—submit details on the registration form and email photos to events@wakayaperfection.com.
• Event listing on dedicated blog page under Quarterly Events
• Special corporate guest appearance in person. Must be arranged a minimum of 21 days in advance. (Requested guest speaker will be arranged on a best efforts basis – subject to change without notice.) Request a Corporate Guest Form
• Corporate to provide guest travel expenses to and from major airport closest to the event.
Additional Information

Quarterly STAT Event Additional Host Responsibilities

• All expenses including Venue, event supporting materials, Corporate Guest’s Transportation as well as food and lodging.
• Support volunteers to man registration tables and to greet guests.
• Equipment: LCD projector and backup laptop computer.
• Sound system including necessary microphone(s) and audio connection for computer.

Meeting Room Set Up

• Theater Style
• 8-10 Foot Screen on the floor off to one side of stage
• Table and power for Computer and LCD Projector in front of screen
• 1 Lavaliere Mic
• 1 Handheld Mic
• 1 Registration Tables outside Meeting Room
• Music

Event Agenda (Saturday Event)

• 9:30am-10:00am: Registration
• 10:00am-10:05am: Welcome and introduction of Business Presentation speaker
• 10:05am-10:30am: Standard Business Presentation
• 10:30am-10:40am: Closer and Testimonials
• 10:40am-11:00am: Sign up New Ambassador’s
• 11:00am-12:15pm: Wakaya Business Plan Training
• 12:15pm-12:45pm: Recognition

Event Agenda (Weeknight Event)

• 6:30pm-7:00pm: Registration
• 7:00pm-7:05pm: Welcome and introduction of Business Presentation speaker
• 7:05pm-7:30pm: Standard Business Presentation
• 7:30pm-7:40pm: Testimonials & Close
• 7:40pm-8:00pm: Sign up New Distributers
• 8:00pm-9:00pm: Wakaya Business Plan Training
Appendix (from Company Policies & Procedures)

28. Sharing of Expenses
IBA’s may share marketing and or training expenses with other IBA’s throughout the entire organization. Expense generating activities include, but may not be limited to: Booth expenses for fairs, expo’s, or other customer gathering venues; Shared advertising expenses; Training Facility rental or associated expenses; Catering Expenses; Or any other expenses directly related to development of Wakaya Perfection business development. Expenses may be shared only under the following circumstances and or conditions:

a. Sharing of expenses is reasonable, voluntary, and only applicable to Ambassadors that participate and or benefit from the circumstances generating said expense, and must be agreed upon by all participants in advance.

b. Sharing of expenses may not be used as a profit center or as a way to generate income for any Ambassador. Doing so will constitute solicitation as stated herein and may be deemed a terminable offense.

c. Any and all activities and or circumstances requiring the sharing of expenses must comply with all other tenets of these Policies and Procedures, and as such should be submitted to the Company for compliance purposes prior to the scheduling and or remuneration for said activity or circumstance.

d. All sharing of expenses is on an independent IBA to IBA basis. That is, the Company will not act as a conduit or make any collection efforts on the behalf of any IBA to organize or collect shared expenses. However, failure to remit any agreed upon in advance shared expenses by any IBA may constitute a violation of these Policies and Procedures, at the sole discretion of the Company.

e. IBA’s are not permitted to charge Customers, Prospective Customers, or Prospective Ambassadors any meeting fees or other shared expenses.