












THE ULTIMATE CHECKLIST FOR HOSTING A SUCCESSFUL CALL NIGHT



BEFORE CALL NIGHT:

-  Set a date for after business hours.
-  Decide on a theme, food, and drinks.
-  Set goals for your team and decide on prizes awarded for goals met.
-  Promote the event to your team and obtain commitments for participation.
-  Prepare lead list! Who is your team going to target?
-  Invite any leaders and vendors to be available for smooth handoffs.
-  Find a way of celebrating set appointments that create excitement!
-  Prepare in advance of the Big Event by role-playing with participating team members.

DURING CALL NIGHT:

-  Call leads, eat food, have drinks, set appointments, celebrate wins with your team!
-  Take notes for logging actions into BoomTown!
-  Take pictures and share with others in the BoomTown Communities how awesome your team's Call Night is!

AFTER CALL NIGHT:

-  Review and submit results to BoomTown for your chance to win \$1,000 in ad space!
-  Set a date for your next Call Night!