



The Hidden Leadership Catalyst

This ONE thing - can change your business.

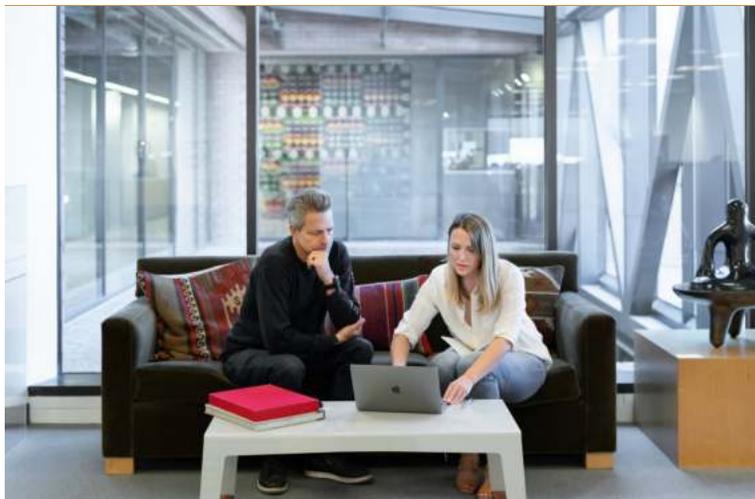
“If you think you are leading, and you turn around and no one is following...then you are simply out for a walk!”



What is the no.1
leadership-
developing
activity in our
business?



Hosting & attending EVENTS



The Psychology Behind Gatherings



EMOTIONAL CONTAGION

Enthusiasm multiplies in group settings.



BELIEF TRANSFER

Seeing is believing and hearing is knowing.



IDENTITY TRANSFORMATION

We become who we surround ourselves by.



COMMITMENT PSYCHOLOGY

Public declarations increase follow-through.

ARE LEADERS BORN OR MADE? THIS IS A FALSE DICHOTOMY. LEADERS ARE NEITHER BORN NOR MADE. LEADERS CHOOSE TO BE LEADERS.

Two Paths to Leadership

FOR THOSE BUILDING TEAMS

Events create ownership opportunities.
Systems get implemented and refined.
Recognition happens naturally.
Education becomes experiential.
Credibility with prospects multiplies.
Duplication of core activities happens.
Teams develop alignment and shared vision.
Community is built and fostered.
Loyalty and engagement is strengthened.

FOR THOSE STARTING OUT

Mastering the art of showing up.
Starting where you stand.
If it's going to be, it's up to me!
Take 100% responsibility of your outcomes, goals
and activity.
Start small.
Make a plan and take the first step!

““This business grows
from event to event””

ERIC WORRE

The Hidden Truth About Events

- **IT'S NOT ABOUT THE EVENT ITSELF...**

The magic happens in the activity BETWEEN events:

- **PROSPECTING WITH PURPOSE**

Intentional prospecting to build your pipeline

- **INVITING WITH INTENTION**

Crafting compelling invitations to drive attendance

- **CUSTOMER ACQUISITION DRIVES**

Focused efforts to convert prospects into customers

- **TEAM COMPETITIONS AND PUSHES**

Friendly rivalries to motivate and engage your team

- **RECOGNITION PREPARATION**

Celebrating milestones and achievements

The BEMER Power Cycle:

Fueling your mission with a proven system



BEMER's 2026 Foundation

- **KICK-OFF MEETINGS (Q1)**

Corporate events to kick off the year and set the tone for growth

- **MANAGERS MEETING**

Bring together leaders to align on strategy and best practices

- **ACADEMIES**

Provide in-depth training and development

- **ANNUAL CONVENTION**

Largest corporate event to celebrate achievements and inspire the field

- **INCENTIVE TRIPS (DUBAI FOUNDERS CHALLENGE)**

Reward top performers with exclusive travel experiences

- **MONTHLY VIRTUAL EVENTS**

Kick-off calls, Power Hours, Fundamentals Training, Wellness Wednesdays, quarterly medical symposiums.

Creating Your 2026 Event Strategy



ALIGN WITH CORPORATE EVENTS

Synchronize your local event calendar with the major corporate events like kick-off meetings, the managers meeting, academies, and annual conventions.



FILL GAPS WITH LOCAL GATHERINGS

Identify opportunities to host your own events like business opportunity meetings, product experiences, and recognition gatherings to maintain momentum between corporate events.



CREATE CONSISTENCY AND PREDICTABILITY

Establish a regular cadence of events, such as weekly power hours, monthly training workshops, and quarterly leadership retreats, to build anticipation and engagement.



BUILD MOMENTUM TOWARD MAJOR EVENTS

Use your local events to drive attendance and excitement for the larger corporate conventions and incentive trips, creating a sense of progression and achievement.

BY ALIGNING YOUR EVENT CALENDAR WITH CORPORATE OFFERINGS, FILLING GAPS WITH STRATEGIC LOCAL EVENTS, AND CREATING A CONSISTENT, PREDICTABLE RHYTHM, YOU CAN BUILD MOMENTUM AND DRIVE SUSTAINABLE GROWTH TOWARDS YOUR 2026 GOALS.

Event Types to Master

Where to start? Pick one! Let current group needs dictate the next step.

- **BUSINESS OPPORTUNITY MEETINGS**

Format, frequency, follow-up

- **PRODUCT EXPERIENCES**

Demonstrations, testimonials, trials

- **RECOGNITION GATHERINGS**

Celebrating milestones, rank advancements

- **TRAINING WORKSHOPS**

Skill development, knowledge transfer

- **SOCIAL CONNECTIONS**

Building community, strengthening relationships

Implementation Roadmap



Measuring Event Success

ATTENDANCE GROWTH

Track the growth in the number of attendees at your events over time.

CONVERSION RATES

Monitor the percentage of attendees who take the desired action, such as signing up or making a purchase.

TEAM DUPLICATION

Measure the number of new team members or leaders that emerge as a result of your events.

NEW LEADER EMERGENCE

Identify the number of new leaders who step up and take on greater responsibilities after attending your events.

BUSINESS VOLUME INCREASES

Track the growth in sales, revenue, or other key business metrics that can be attributed to your events.

CONTINUED ENGAGEMENT

Track retention rates and ongoing activity from your existing group. This is not just about new growth, but also sustained team spirit.



The more
leaders you
develop, the
stronger your
business will be.

Your 30-Day Action Plan

- **COMMIT TO THE BEMER POWER CYCLE**

Incorporate the monthly rhythm of goal sharing sessions, power hours, in-person events, and training sessions into your business strategy to drive sustainable growth.

- **PLAN YOUR FIRST MEETING**

That's it! Just book it in and announce it. Then make it happen.



The Hidden Leadership Catalyst

This ONE thing - can change your business.