

MARY KAY®

VIRTUAL PARTY TIPS

Party Tips
Setup for Success
Tips and A-ha's!
Setting Up Your Home
Studio

VIRTUAL PARTY TIPS

A typical virtual party should last about **45 minutes**. The goal is to keep the party moving and your guest engaged in what you are presenting.

- If you choose to send **Mary Kay® product samples** to your guest for your virtual party, make sure to mail them prior to your party so your guests have them available to try during your party.
- **Make your customers feel important!** Send a personal message to the hostess and each guest before sending the group event invitation.
- You can tout the benefits of a **follow up consultation or second appointment** anytime you message a guest. This can be virtual too!

Be sure to follow all Social Media Guidelines and only post “commercial” posts on your Mary Kay business page, in closed social media groups or through other private communication methods.

[Mary Kay InTouch®](#) > [Resources](#) > [Digital Zone](#) > [Social Media Central](#) > [Social Media Guidelines](#).

MORE PARTY TIPS

- Comment on your own posts within the party to create more conversation or add additional web links, videos or product information.
- To encourage participation and engagement, consider a prize drawing or post a poll or a question! You also can **coach your hostess** to chime in if the pace starts to slow.
- Don't feel like you must answer every single question. Allow other guests or your hostess to answer too. It can add to the energy and interaction in the party, and **guests will love an honest testimonial** from another Mary Kay fan.
- **Don't forget**, you can enter guest information into your *myCustomers+*TM App.

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[Mary Kay InTouch[®]](#) > [Resources](#) > [Digital Zone](#) > [Social Media Central](#) > [Social Media Guidelines](#).

COUNTING DOWN TO THE PARTY

Setting Up Your Home Studio

Building an at-home virtual workstation is simpler than you think. With a few additional tools, you can enhance your LIVE parties and recorded videos to look like the professional you are.

The following are great at-home virtual workstation tips:

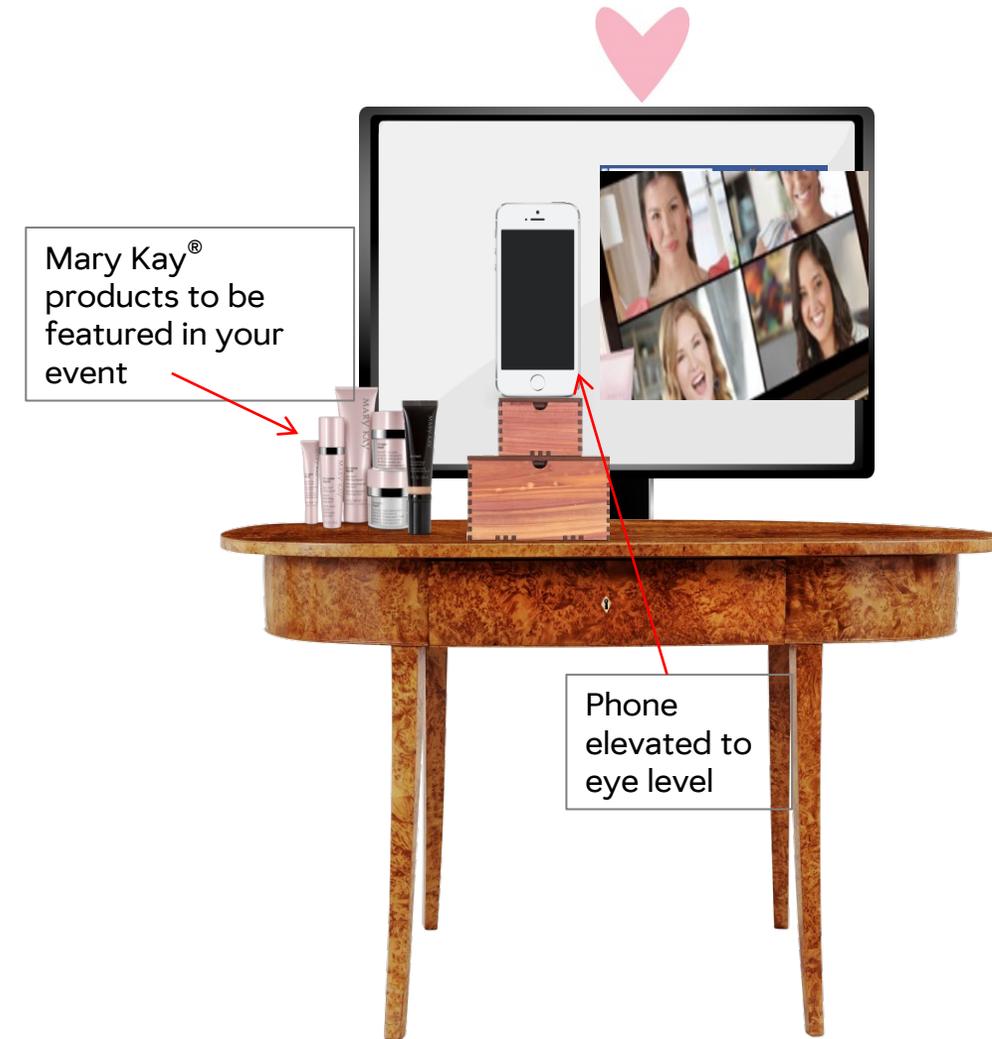
- Selfie rings lights range in size (see right) but can be instrumental in evening out your lighting and enhancing the clarity of your photos and LIVE videos, especially when naturally lighting is not available.
- Attaching your phone to a tripod made for smartphones will let you shoot “hands free” and steady photos and videos.
- Make sure the area in view of your audience is clear of clutter. Practice reaching for products to ensure they are within reach during your LIVE event.

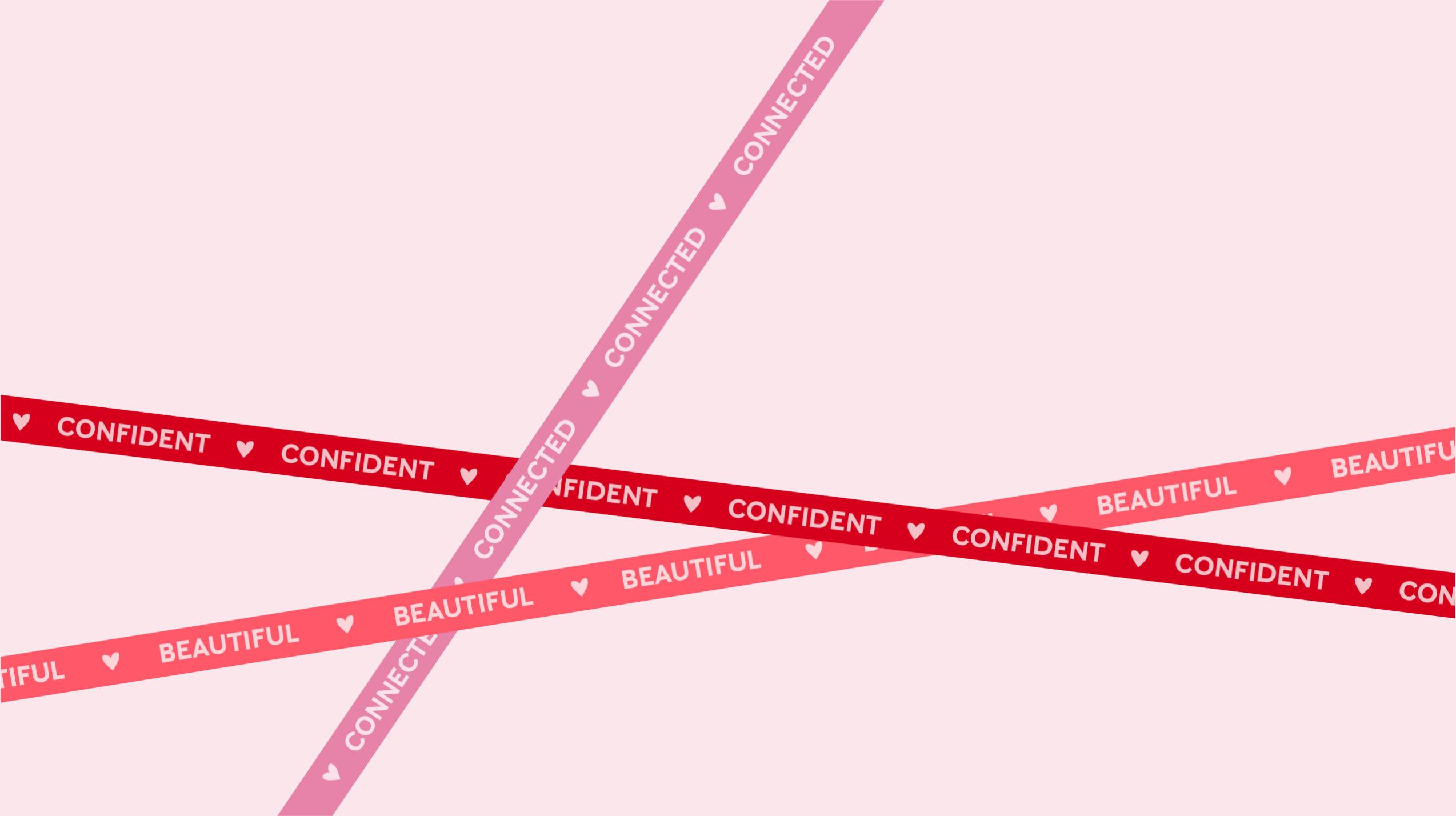


SETUP FOR SUCCESS

- **Practice, practice, practice** before your first party! The time rehearsing will pay off in the end.
- Gather the product you plan on sharing live so that it is easy to reach once you start broadcasting. An idea might be to set them on a table in front of you, but below the camera.
- Ensure you have **good lighting**.
- If you are using your phone, find someplace to prop it up so you can be “hands free” and at eye level. This will give you more opportunity to show and demonstrate the product.
- Don't be too far from the phone/screen as you could lose audio quality.

*Most importantly:
Have fun, be flexible and
go with the flow!*





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