**Employee Review & Goal Management system**

1. **Advert**

On LinkedIn

Email people reminding of event…..

1. **Event**

On Event brite….?

20 minute pre-recorded advert….WIIFM

Introduction – about me

Who we work with

Pain of appraisals

What we can do fully customised

Features & benefits

Call to action

1. **Follow up**
2. Send out recording , Thank you and call to action
3. Thank you and call to action
4. Thank you and call to action