

Unlock a world of possibilities.

Phonak Infinio open day guide



Content

- Why host an open day? 3
- How to plan a successful open day 4
 - 1. Establish the date 5
 - 2. Promote the event 5
 - 3. Be prepared 6
 - 4. Follow up on your invitation list 6
 - 5. Infinio open day agenda, per client 7
 - 6. Post-event follow-up 7
- Open day templates 8
 - Email template 8
 - Direct mailer 8
 - Other available templates 9

Why host an open day?

Hosting an open day is a great way to boost sales and build brand awareness with new and existing clients. A well-planned event can help you understand client needs and raise the profile of your business.

Infinio open days also provide your clients with an opportunity to ask questions, examine products and experience the benefits of Infinio to meet their specific listening needs.

Below are some ways Phonak can assist you to ensure your open day is a success, generating positive activity for your clinic.

Open day promotional support

- Work with you on a sales promotion to support your open day.
- Design your marketing collateral to promote the event, including invitation, website banner and social media post.
- Provide Infinio marketing collateral including brochures, posters and point of sale materials.
- Provide assistance with additional fun open day options, including decorations and props to bring the Infinio theme to your clinic.
- Loan items for the day: Additional trial instruments and Infinio pull-up banners.

Your Phonak sales representative will be present on the day (if possible) or available by request.

The following guide provides step by instructions to help you plan your open day.

To get started, contact your Phonak sales representative.

How to plan a successful open day

Successful events require great preparation and planning. The Phonak marketing and clinical team can assist you with planning and promoting your open day based on their extensive experience.





1. Establish the date

- Contact your Phonak representative with your preferred event date/s.
- Ensure your clinical and administrative staff are available on the selected date/s.
- Prepare an appointment schedule.



2. Promote the event

- Talk about the upcoming open day during client visits.
- Invite clients from your database by phone or send a letter by mail or email.
- Have posters or other promotional marketing material in your waiting room or at a local business (medical centres, post offices, pharmacies, community clubs, etc.)
- Place an advertisement in the local or community newspaper.
- Use your social media channels, like Facebook, to announce the date. Boost the post to relevant demographics to ensure the right people see your post.
- Put a banner on your website.
- The Phonak Marketing team can assist with the design of promotional materials for the event.



3. Be prepared

- Order your marketing support material including brochures, posters and point of sale materials via our Infinio marketing tool kit. For additional/ general marketing materials required, please contact the marketing team.
- Go through your plans for the day step-by-step in detail, so that you don't miss any preparations that need to be made.
- Ensure staff have a plan for how to welcome clients as they arrive; consider offering snacks or refreshments for visitors while they wait.
- Since your open day will be appointment-based, you will have the details of those who are planning to attend; keep these details on file for follow up after the event.
- To keep the open day COVID-safe, you may need to use a QR code sign-in, or a physical form. Please refer to the Australian Government's website for COVID-safe resources: <https://www.australia.gov.au/covidsafe-resources>
- Ensure your Infinio trial devices are fully charged.



4. Follow up on your invitation list

- Resend invitations via email to those who haven't responded, or personally call to invite them (particularly those clients who are due for an upgrade).
- It is important to confirm all bookings 2-3 days prior to the event.



5. Infinio open day agenda, per client

- Welcome client to the open day. Ask them to complete a needs assessment questionnaire, unless you have this information already. Offer refreshments (optional).
- Conduct screening test and determine client goals.
- Fit the trial hearing aid.
- Demonstrate Infinio features based on the needs expressed by the client.
- Client may trial the hearing aid at a local coffee shop for a short period of time; alternatively offer an at-home trial.
- Schedule a follow-up appointment to review success of the hearing aid trial.




6. Post-event follow-up

- It is highly recommended that you follow up with your clients via phone or email after the open day, to maintain momentum and address any issues which may prevent purchase.
- We have email templates available for download in our Infinio marketing tool kit.



Open day templates

Email template



Dear [Name],

At [clinic name], we understand that the ultimate goal of enhancing your hearing is to reconnect with the world around you — whether it's enjoying conversations with loved ones, savoring the sounds of nature or simply feeling more confident in your daily life.


That's why we're committed to providing you with the best possible care, which means bringing you the latest advancements in hearing technology.

We're excited to bring you the chance to test the brand-new Phonak Infinio platform of hearing aids in person! This revolutionary technology is unlike anything else in the industry. Please join us at our upcoming Open House event, where you can try these cutting-edge hearing aids. You'll experience their exceptional sound quality, universal connectivity and reliable Swiss-engineered hearing solutions firsthand.

This is your opportunity to hear the difference and understand how Phonak Infinio can elevate your hearing experience.

Being in the moment was never this easy

Phonak Infinio hearing aids are fully automated so they sense your surroundings and adjust every step of the way. They'll also help you achieve better speech understanding and reduce listening effort, so you don't have to work harder to stay in the conversation!



Feel empowered with seamless, market-leading connectivity

At the heart of these devices is the powerful Phonak ERA™ ultra-responsive chip. It ensures you stay connected, streaming handsfree calls and audio over twice the distance, while delivering more stable Bluetooth® connections.

Tested. Reliable. Proven.

The Phonak hearing ecosystem is designed, engineered and tested with Swiss precision and is proven to withstand the challenges of your everyday life. This means you can be confident your hearing aids will support you no matter where you are at.

Unlock a world of possibilities with Phonak Infinio! We invite you to attend our open house on XXX at XXX-XXX, to experience them for yourself. Call to reserve your spot today!

E-mail is a cost-effective and engaging way to inform your clients when you will be hosting an open day. Responses can be easily tracked to know how many people will attend the event.

An open day email template is available for you to customise.

Direct mailer



PHONAK

You're Invited!

Join [Clinic Name] for our Open House on [Date] from [Time]!

Come in to experience Phonak Infinio, a new era of hearing technology that transcends the limits of hearing care like never before. It infuses every moment with exceptional sound quality.

Clinic details and logo

Our hearing care professionals will be available to explain the benefits you'll experience with these game-changing hearing aids:

Exceptional sound quality: Fully automated to sense your surroundings and adjusts your hearing aids every step of the way.

Seamless connectivity: Connect directly to more Bluetooth® devices than any other hearing aids in the world.

Live your life: Your Phonak hearing aids won't hold you back. They're tested well past industry standards to ensure durability.



During this time, you'll also:

- Listen to sound demos
- Receive free hearing tests
- Experience the hearing aids firsthand
- Enjoy snacks and refreshments
- Receive a special thank-you gift

Unlock a world of possibilities with Phonak Infinio!

Call [Number] to reserve your spot today.

Clinic details and logo

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Sonova AG is under license.

PHONAK and Infinio are trademarks of Sonova AG. All rights reserved.

An direct mailer adds a personal touch to your interaction with clients and informs them about your open day.

A clinic open day direct mailer template is available for you to customise.

Other available templates:

Clinic poster
A4 sign
Pull-up banner
Postcard
DL flyer
Website banner
Social post

Please advise nikki.ozeken@sonova.com if you would like Phonak to customise any of the templates for you.

TV Connector



Phonak Audéo™ Infinio



life is on

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

phonak.com