



Instructor Tools:

Venue Guide

Selecting the right venue for your course is one of the most important parts of teaching a successful course, making it one of the most crucial initial decisions you make as an instructor. In this guide, we'll cover how to identify the right venue for your course, how to choose the right room for your course, and we'll teach you how to establish a good working relationship with your selected venue.

How to identify the right venue

When it comes to identifying the right venue for your course, there are a few key things to keep in mind:

Local Knowledge - How well known is your chosen venue in your market area? Would locals think of it as a respectable place to take a course?

Venue Hierarchy - How educational of an institution is your chosen venue? Is it a college or university, or is it an adult education center? What will hold more weight in your market area?

Example Hierarchy - University, College, Junior/Community Colleges, High Schools, Community Centers, Libraries.

Market Area Location - How easy is it for attendees to drive to? What is the parking

situation like? How will weather affect this?

Additionally, here are some further FMT guidelines to keep in mind:

The venue that you use for your course must be located inside the Market Area (zip codes) that you are mailing to for that course. You may not hold classes in venues that are located outside the Market Area (zip codes) you are marketing to via your marketing campaign.

Your Account Manager is here to help you select the right venue for your course and market area.

Examples of venues not to use include restaurants, country clubs, religious colleges, hotels or office spaces.

Talking Tips for Establishing Venue Relationships

1

Financial advisor vs. Financial educator - perspective matters.

Approach meetings with prospective venues with the right perspective in mind. When you're a financial advisor and you're solving clients' needs, there's a sales piece in some ways, and you have to be willing to identify what this person's pain is and how you're going to solve their pain in a one-on-one way.

On the other hand, when approaching an educator or an administrator, who is often the one deciding which classes get approved to be taught, it's a nuanced conversation

that's different than when you're dealing with a client. Think about:

What is that college looking for?

What is going to be the sweet spot for them?

Remember, the ideal is to identify how the trifecta - how everyone including the prospect, the college, and your business can win.

Lead with confidence and service.

2

Rather than thinking about what you're getting, think about what you're giving. Because if you are giving, you'll ultimately get. When you're just starting this process, you're scrappy and hungry, it can be easy to fall into a "What can I get?" mentality. Instead, ask what you can give. When you approach venues with this mentality, showcasing your expertise as a financial educator and how you will utilize that expertise to enroll credible, interested students in your class and their institution, you'll go far in establishing your legitimacy and creating a stable foundation of trust with your prospective venue.

Being able to distinguish between what they are trying to accomplish as a venue is valuable. When you reach out to a venue, ask them what classes they offer on financial literacy and showcase how you can add value to that area of their curriculum. Make sure to express your commitment to giving back to your local community through financial education and your requirement that your course be taught in a true academic setting.

3

Slow down and trust the process.

Take it slow and don't rush the relationship. When working with a venue for the first time, it will always start by renting a room to host your class. But, each touchpoint is an opportunity to start establishing what could be a long-term relationship with the educational venue. But, as Rachel shared, don't rush it. When someone feels pressured or rushed, they are more likely to make no decision at all and when they do it is often a no.

Nurture the relationship by keeping them informed and providing details about the positive feedback you're getting from students, further demonstrating the value this provides to them. Nurture the relationship with relevant information for them, while also being willing and wanting to let that relationship develop in its own way. However, don't be afraid to persevere and be persistent enough to gently remind the venue you've approached that you're still there and eager to develop a strong, long-term partnership.