



**Women On Wheels** (Aust) Pty Ltd are essentially an external resource that works with dealers to ensure a successful WOW event. The tasks can be broken down into three main areas:

1. Pre event support
2. Event facilitation
3. Post event analysis

**Pre event support** - during this period of 6 weeks, we are available to the dealer in an unlimited capacity and liaise directly with their nominated coordinator. We supply:

- Timelines
- Checklists
- Spreadsheets
- Instruction material
- Templates for DM's and edm's
- Any various other 'WOW copyright' material
- Website listing of the event on the WOW website
- WOW website booking process
- Media releases
- Face book marketing campaigns
- Any other assistance and advice as necessary

**Event facilitation**- our facilitator arrives at the dealership at 4.00pm and leaves about 10.00pm.

Duties include:

- Assistance in workshop set up
- Coaching of service staff
- Set up and checking in of the ladies
- Workstation coordination
- Event facilitation
- Supply of light supper
- Presentation of 'safety talk'
- Survey distribution and collection
- Close of proceedings

**Post Event Analysis**- From the participant surveys WOW supplies to the Dealer the following:

- Participation certificate for each lady in attendance
- Letter mail out template
- Bumper to bumper service voucher
- Event night summary
- Excel spreadsheet of all feedback collected and CSi rating

As you can see from the above outline, our product represents a real value for money opportunity for a dealer to bring a community based 'point of difference' event to their business.