Wealth Enhancement®

Event Expectations and Responsibilities Agreement

This document outlines expectations and responsibilities for Charles Schwab and Wealth Enhancement client events. To implement a successful event, a minimum of **5-8 weeks** is recommended for all logistical coordination and client registration timelines.

Please review and acknowledge the terms outlined below.

Charles Schwab Expectations and Responsibilities:

Pre-Event Coordination

- Send invitations to clients a minimum of 4-6 weeks prior to event date.
- Review the Wealth Enhancement event presentation and submit for Schwab business review and approval. Send edit requests and/or final approval to your Wealth Enhancement contact.
- Email reminders to attendees 1-2 weeks prior to event. *Inform your Wealth Enhancement contact of any dietary restrictions or specific needs.*
- Provide **final RSVP number** (client and staff) on required due date. *RSVP due date is provided by venue. Final attendee number cannot be adjusted after submitted to venue.*
- Communicate a final event reminder by calling all registered clients 1-2 business days prior to the event. *Share all event details that are included in the Wealth Enhancement calendar hold.*

Venue Coordination

- Arrive at least 30 minutes prior to clients. Engage with all client attendees during the event and remain at event location until all invited clients depart.
- FC(s) will initiate the event presentation with a brief welcome and introduction of partnership.

Post-Event Communication

Goal: Success will be measured by event engagement, specifically post-event.

Timeframe, Post Event	Action Item
1-2 business days	**Action**: Send follow-up emails to each attendee. **Action Suggestion:** Utilize the information within the completed event surveys to complete follow-up action items. *Wealth Enhancement will collect surveys at the conclusion of the event and share with FC(s).*
2-3 business days	**Action**: Call each attendee to discuss the event, questions, and next steps. **Action Suggestion:** Send a handwritten *Thank You* note to each event attendee.
4-5 business days	**Action**: Send an update to your Wealth Enhancement Regional Vice President on the status of all post-event interactions.

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Wealth Enhancement Responsibilities:

Pre-Event Coordination

- Send Presentation material to FC(s) for Schwab business review and approval at least 3-weeks in advance.
- If requested by FC(s), provide ideal client profile information for event invitation assistance.
- Coordinate speakers for presentation. *Speakers will include Regional Vice President and any other applicable presenters for requested topic.*
- Communicate with venues / vendors for the agreed upon event date. Manage all agreements, contract requirements, and payments unless other terms have been agreed upon with Schwab.
- Coordinate, schedule, and host a pre-event meeting, if applicable. *(Examples: Virtual Event, First time FC event host, Event with specific timeline.)*
- Provide regular updates via the Wealth Enhancement Partner Events calendar, email, and/or phone including event timeline, specific venue details, food and beverage, etc.
- Provide the RSVP due date to FC(s). *Date is commonly 3-7 business days prior to event. Wealth Enhancement will share final attendee numbers with the venue/vendor.*

Venue Coordination

- Arrive 30-60 minutes early to handle all logistics and venue set-up. *The Wealth Enhancement team is the designated on-site contact for venue staff and management.*
- Provide branded materials and pertinent event topic information to clients, if applicable.
- Coordinate the use of AV and host the compliance approved presentation.

Post-Event Communication

- Email collected event survey to FC(s) 1-2 days post event. *Clients may request additional information and/or to schedule a meeting with Wealth Enhancement or Charles Schwab.*
- Regional Vice President will send calendar availability to schedule requested introductory meetings with attendees.

☐ If applicable, check the box to acknowledge your branch contribution towards the event.
$_____ (Add Total Contribution Amount)

☐ Please check the box and initial to acknowledge that you fully reviewed all event requirements and responsibilities. _____ **(Initial)**

Once complete, please email this form back to your Wealth Enhancement representative.

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