



*Life by YOUR design*

by

E M M E T T O S B O R N

Enclosed you will find step-by-step instructions on how to  
organize a field activation seminar for your area with  
Emmett Osborn



# PURPOSE

## Purpose of the seminars:

To help your Org increase the fields participation, increase public on course and requesting auditing in your HGC or to accomplish fundraising to finish your Ideal Org or hit your IAS quota.

A **Field Activation Seminar** is typically delivered on a Saturday or Sunday (dependent on what day surveys better in your field) either as an individual seminar or 2 seminars with a lunch break.

A nominal fee is charged for attendance so that there is an exchange for the attendees. The funds collected are used to pay for my flight and accommodations and any remaining funds can go directly into staff pay or towards any campaign you choose. I do not charge a fee for my seminars.

A **Fundraiser** is typically a Friday night key Contributor dinner. Then on Saturday there's an afternoon seminar followed by dinner and local announcements/acknowledgements and awards culminating in an over the top fundraising extravaganza.

I have many of both seminars and which is right for you is your choice... I'll deliver either way!

I have several seminars to include:

1. "Getting into the No Effort zone of Going OT" with postulates.
2. "Fire up Your Dreams" -- with the Admin Scale.
3. 10X your business with the simplicity of Selling using ruins.
4. "Put the Magic Back in Your Life" -- with Ethics conditions.
5. "Understanding the Org board" -- a hands-on seminar on how to create your own personal Org board.

They all deliver a massive key out from the audience and practical tools for life and living.



Emmett Osborn, is always promoted as "back by popular demand" when speaking at Flag or on the Freewinds.

He is one of the keynote speakers of the popular Conquering Life Convention delivered on the Freewinds. as well as a frequent guest speaker on the Freewinds and the Flag Land Base.

His qualifications are as follows:

New OT VIII

OT Ambassador

Super Power Completion

3 Ls Completion

Cause Resurgence Completion Grad

V Auditor

Ethics Specialist

Full Basics Completion

Power FSM

Gold Meritorious for the IAS

Legion of Honor with LRH Hall

Ideal Org Humanitarian

## What are the proven successful actions in putting on an event?

1. It all starts by understanding your field and knowing what type of seminar is best. There are 2 types of seminars you can request:
  - a) **Fundraising** (for the IAS, your Ideal Org or your Ideal Org Alliance for example). These are typically preceded by a Friday night Key Contributor dinner for pre-regging and a seminar on Saturday to deliver and inspire donations followed by dinner, any local awards and acknowledgements then a fundraiser.
  - b) **Field Activation** (More suited for an existing Ideal Org wanting to increase their Bodies in the Shop and public requesting auditing OR if only a small percentage of your field is showing up to your fundraisers and you need to increase your attendance at your fundraisers. These seminars are effective in recovering public and getting people interested and reaching for their next service. They are focused on field activation and booming the org. These typically are a morning seminar flowed by a luncheon and then an afternoon seminar to give you two opportunities to get your public into your Org. Both seminars are designed to rekindle the field's initial purpose and blow all the stops to participation. The seminars are typically promoted as an informational lecture or an "OT Hatting" lecture and NOT a fundraising event, again, so that attendance will be high.
2. Contact me at [emmett@emmettosborn.com](mailto:emmett@emmettosborn.com) to pick a date for a seminar and to coordinate whether it will be a Saturday event including lunch or a Friday/Saturday fundraising event.
3. Coordinate with your OT Committee and Org terminals to insure there are no conflicts in the proposed date
4. At this time, my support staff will create the promotional piece with the agreed-upon date for issue authority at your local org to ensure it does not conflict with anything else already planned.

*Note: the promo piece can be customized for your Org by my staff or your Org staff as appropriate.*
4. If it's a full day event, with lunch, get three quotes from local caterers keeping in mind that all additional profits can go to staff pay.
5. My staff will book the flights and hotel as soon as possible to ensure the best pricing.
6. Four weeks prior to the event publish the promotional piece and distribute it around the org and get it sent out on all OTC lines.
7. Three weeks prior start announcing the event after course.
8. Two to three weeks prior start emailing out the promo piece to central files and the OT Committee membership list.
9. For the two weeks prior start sending out the promotional (customized for your event) on the local org's Facebook page, all e-mails and any other social media lines you use. The promotional video can be embedded in an e-mail that also has all the event date included in it. Again, this will all be customized for the specific time, location and place.
10. For the two weeks prior display a poster with the promo piece attached for public to sign up for the event.
11. For the two weeks prior have someone from the OTC do call-in to confirm (this allows a head count for the expense of lunch or dinner).
12. After the event send out the customized "Thank You" video which is designed to get your pledges in (if a fundraiser and/or promote the next event to keep your momentum created going).

# Frequently Asked Questions

## ***How do I best go about promoting the seminar to our OT committee?***

Many members of the OT committee are FSM's and they should be told there will be no conflict of cross selection. Meaning, I will not select anyone onto service that has an FSM once they reach for service, this way myself and the FSM are in concert with each other and aligned in purpose.

## ***Can I use the seminars to increase OT Committee membership?***

Yes, I encourage it. The OT committee should have promotional materials on how to sign up as a member of the OT committee at the seminar registration table.

## ***What promotional materials are available and how are they used?***

All the flyers and video promotional pieces have been created using discovered buttons from hundreds of surveyed events. However, any adjustments can be done by my staff to specifically impact your local field's needs. This should be done before obtaining issue authority on any promotional materials.

Attached to this document you'll find samples of each promotional flyer, video and e-mail.

## ***Who do I contact and how do I book a seminar?***

Myself directly at [emmett@emmettosborn.com](mailto:emmett@emmettosborn.com) (Audrey frequently will be a key contact as well, she's a doll and you'll love her).

## ***Can a channel any remaining funds generated from ticket sales into another area?***

Yes, any money from ticket sales should be collected directly by the org and whatever the org chooses to do with any income generated is completely at the org's discretion. A successful action I have seen has been (once my travel expenses have been covered) all funds go to staff pay so that the event is highly promoted to the public by the staff.

## ***Can we use the seminar to sell books, courses and auditing?***

Yes, depending on what seminars) are chosen, a supply of the pertinent books, lectures or booklets should be available for purchase, or provided as part of the seminar attendance fee. I typically coordinate in advance with the bookstore officer to ensure there is enough stock on hand and with the registrars to know what course/auditing is a good follow up course or action based on the seminar(s) chosen for the event.

## ***Does the speaker use seminars to acquire selectees?***

My intent is to work in concert with the local FSMs so that my activities are considered participation and contribution, not to generate income as a professional FSM. I have found working in concert with the local FSM's rekindles their purpose as an FSM. The seminars are designed to rekindle an initial Purpose whether it's as a student, a PC or an FSM. I consider the line between your local FSM's and your selectees a sacred line that I will never cut across.

However, if somebody is currently not on services, does not have an FSM, and requests help from me to get back on lines and moving on their Bridge I may select them in full coordination with the Org.

## ***My question is not listed here, how do I find answers to any other question?***

E-mail is the best way to contact me due to my rigorous schedule at [emmett@emmettosborn.com](mailto:emmett@emmettosborn.com)



# SUCCESSES

WOW, Emmett!!

I was so blown out by your seminar last night. Thank you!

One of the products of your seminar, so you know, was for me to start RIGHT AWAY changing any earlier postulate to "I am OT VIII!". So, I went over to the Reg area last night and put a flow on my Bridge and, my new adopted firm policy is doing that every Tuesday night after the weekly seminars - no matter the amount. : )) As if I wasn't keyed out enough. That simple action made me even more keyed out. What a causative action to do. So, again, thank you!

**Sally H**

Wow!! What a fabulous seminar!! This one I really need to apply, as well as the data on Postulates and Conditions.

I loved the way you presented the data in such a practical way, so that we can see clearly and fully understand the LRH data, enough that we can immediately apply it to our own lives.

**Jean C**

Really freaking awesome and helpful talks

You combined and sequenced the references such that "quotes that I had read before" really became clear and effective, thank you thank you, others on the elevator after your talk also expressed great help and change having occurred, thank you again!

Super well done Emmett, very helpful!

**Frank H**

A middle-aged man with grey hair, wearing a dark suit jacket over a light blue shirt, is leaning on a wooden ship railing. He is smiling slightly and looking towards the camera. His hands are clasped in front of him, and he is wearing a gold watch and a ring. The background shows a vast blue ocean under a cloudy sky. A white rectangular box with a thin border is overlaid on the image, containing the text "See You Soon!".

*See You Soon!*