

SEMINAR FOLLOW-UP

Every RSVP, all the way to the door.

People sign up, then life gets busy. Every empty seat is a meal you paid for and a family you didn't get to meet. Seminar Follow-Up stays with every guest from registration to your front door, automatically and in your funeral home's name.



Nothing to set up

It runs with every seminar you promote through Fintra. Your part is hosting.



A headcount you can trust

Guests confirm their seat and party size by text or email.



Declines become visits

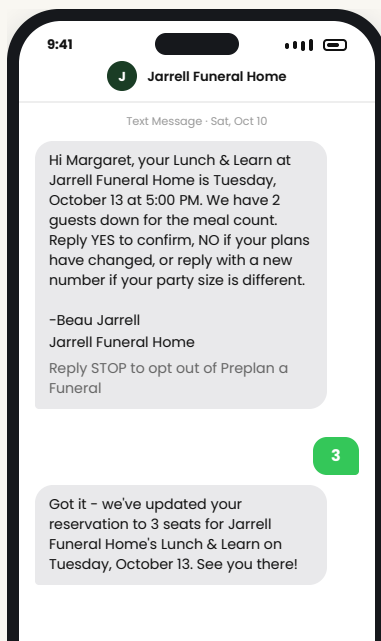
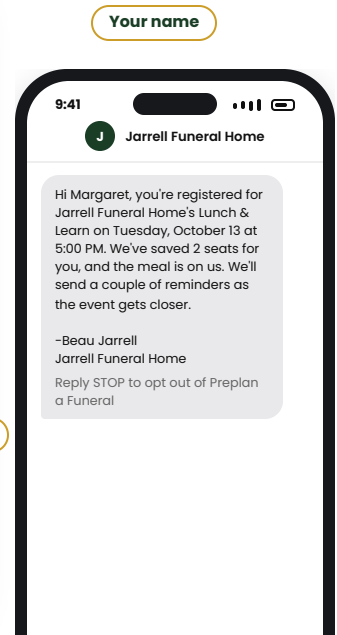
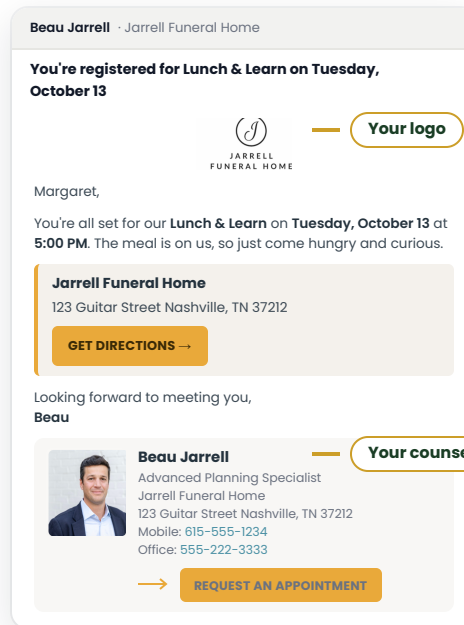
Guests who can't make it are offered a one-on-one appointment.

01 BRANDED FOR YOU

From your counselor, not a vendor.

Every email and text carries your logo, your colors and your phone number, and is signed by your counselor, the same person guests will meet at the door.

Guests never see Fintra.



Guests can respond by text, or with one tap in the email.

Confirm attendance

YES

→ **Seat confirmed**
A thank-you goes right back

NO

→ **Reminders stop**
A one-on-one visit is offered instead

Update party size ← Shown on the phone

3

→ **Headcount updated**
Any number from 1 to 10

STOP ends texts at any time.

02 GUESTS ANSWER IN ONE REPLY

Guests just text back. The rest is handled.

Before the seminar, every guest is asked to confirm their seat and headcount. They answer the way they'd text a friend, and each reply is acted on automatically. No one on your team sorts through messages.

Every answer flows straight into your hub. See it on the back.

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03 TRACKED IN YOUR HUB

Every guest's status, at your fingertips.

Confirmations, cancellations and headcount changes land in your hub on their own. Open it anytime to see who's coming, who changed plans and who still hasn't answered, without anyone making a single call.

Leads from this campaign · Attendance

Attendance

Who showed, and did an appointment get booked.

RSVPS
15 of 16 leads

CONFIRMED
11 2 no response

EXPECTED GUESTS
24 incl. guests

Every RSVP gets the message sequence automatically: confirmations and reminders through Oct 13. Yours: record who showed, then book the follow-ups.

LEAD	RSVP	PARTY	ATTENDED	APPT BOOKED?
Margaret Ellison (615) 555-0118 From ad	Confirmed	- 3 +	Showed No-show	Yes No
Ray Whitfield (615) 555-0142 From ad	Confirmed	- 2 +	Showed No-show	Yes No
Ellen Voss (615) 555-0190 From ad	Confirmed	- 2 +	Showed No-show	Yes No
Paul Ackerman (615) 555-0156 From ad	Declined	- 1 +	Showed No-show	Yes No
Doris Hamm (615) 555-0173 From ad	No response	- 1 +	Showed No-show	Yes No

↑ Non-responders stand out

↑ After the seminar: who showed, what's booked

YOUR PART

Welcome your guests, record who showed, and book the follow-ups. Everything leading up to the seminar is handled.

BUILT IN FROM DAY ONE

Considerate to your guests. Effortless for your team.

Texts only with consent

Guests who opt in get texts. Everyone else gets the same care by email.

Easy to opt out

Reply STOP and the texts end. Every email has an unsubscribe link.

Late sign-ups covered

Register at the last minute and they still get what they need to show up.

See it in action.

Ask your Fintra rep about Seminar Follow-Up for your next seminar.

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