## **2020 CALENDAR - UPLEVEL YOUR STRATEGY**

	1 <sup>ST</sup> QUARTER			2 <sup>ND</sup> QUARTER			3 <sup>RD</sup> QUARTER			4 <sup>TH</sup> QUARTER		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ОСТ	NOV	DEC
CALENDAD	Sum	nmer		Autumn			Winter			Spring		Summer
CALENDAR SEASONS												
PROMOS			200PV Promo			200PV Promo			200PV Promo			200PV Promo
EVENTS	<ul> <li>15-18: Blue &amp; PD Summit, Hawaii</li> <li>Pre-season DC training</li> </ul>	11-15: New Caledonia incentive trip	12-14:US     Leadership,     Phoenix Arizona	<ul> <li>16: Empowered Success</li> <li>16: Gala</li> <li>17-18 AU/NZ Convention, Melbourne</li> </ul>	8-9: Europe Convention, Rome, Italy		23-25: AU/NZ     Leadership     Retreat, Gold     Coast     Diamond Club     incentive trip		10-13: Global Convention, Utah	Post Global Tour		
	Leadership Retreat 2020 qualification period: hit min Premier once between Jan 1 – May 31, 2020						Incentive trip 2021 qualification period					
_	PD trip 2020 qualification period (1 April 2019 – 31 March 2021)  Diamond Club 2020 season					Ignite Program						
						Diamond Club 2021 qualification period						
	Nepal sourcing trip: hit min Diamond once between Jan 1 – June 30, 2020									Premier Club		
	Ignite (Sponsor): hit Blue Diamond min 2 times between November – May 2020 *other qualifications apply											
TRENDS/ THEMES	Cleansing, Weight loss, Renew and Reignite, New Year, New You, School holidays, Summer, Camping, Mindful living, relaxation, meditation, wellbeing goals for the year	Emotions, love, intimacy, relationships, Back to school, study, focus and concentration, Valentine's Day, Life balance, Healthy eating and movement	Changing seasons, Summer survival, Scrubs and rubs for dry skin, Food	Easter, Cacao/raw chocolate (healthy chocolate!), Autumn camping, Upcoming Mother's Day - celebrate the women in our lives, Family gatherings	Mother's Day, Mother/daughter days, AromaTouch – the power of touch, Spa / pamper, Women's focus	Seasonal threats, End of financial year and business write offs, Winter wellness goals, Warming food and drinks	Winter fitness and motivation, Warming foods	Father focus, Travelling with oils, Immune support	Father's Day, Spring and spring cleaning, Decluttering	New product focus, School exams	Movember (hair serum, beard oils, man care), Surviving the silly season, Getting summer ready (skin, healthy eating, outdoor activities), DIY home spa	Christmas, Gratitude, AromaTouch hand technique, DIY homemade gifts, Summer, School holidays
FOCUS/ PRIORITIES												
BUSINESS GOAL												
PERSONAL GOAL												
CAMPAIGNS												
PHYSICAL MATERIALS /ORDERS												
EVENTS												
INCENTIVES												
KEY PEOPLE TO PERSONALLY INVITE												