

BEST PRACTICES FOR HOSTING A *DISCOVER CURE*

1. Set the Tone Early—Warmth, Not Performance

- This is *not* a presentation. It's a shared meal and a story-rich conversation.
- Hosts and facilitators should model *curiosity, gratitude, and presence*—not persuasion or pressure.
- Begin by *seeing* your guests—greet them by name, ask about their day, and show you're glad they came.
- ▶ *"We're not here to convince anyone—we're here to open a window into something beautiful."*

2. Hospitality Is the Message Before the Message

- Create a space that feels safe, relaxed, and welcoming. The room, lighting, seating, and music all signal that this is different.
- Food matters. People remember how you made them feel—and nothing says "welcome" like a shared table.
- Be attentive: refill drinks, offer seconds, introduce people by name and connection (e.g., "This is Sarah—we met through our kids' school . . .").
- ▶ *Hospitality is not about impressing; it's about hosting people as they are.*

3. Let the Silence Breathe

- After a video or a meaningful comment, don't rush in. A few seconds of quiet is sacred.
- People process meaning at different speeds. Trust that stillness isn't awkward—it's often the place where something deep is forming.

4. Anchor the Night in Personal Relationship

- When sharing your connection to CURE, speak personally. "Why do I care?" "What did I feel the first time I saw this work?"
- The host's vulnerability and honesty set the emotional ceiling for the night.
- ▶ *The night works because it's real people sharing real stories, not stats.*

5. Make Room for Emotion

- Tears, awe, discomfort, hope—all may show up. That's a good sign. Let them.
- If someone cries, smile gently and pause. Don't rush to stop it or move on too quickly.

6. Avoid Overexplaining

- The videos do the heavy lifting. You don't need to explain every detail or fill in the gaps.
- If people have questions, answer honestly—but don't turn it into a pitch.

7. Close with Kindness and Clarity

- Leave people with a *thank-you* and a clear sense of "what's next" (even if the next step is simply reflection).
- A short line like:
"We're just so grateful you came and gave us this gift of your time and attention. If this sparked something in you and you want to explore more, we'd love to talk. We have your information and will reach out in the days ahead"

. . . is often enough.