

National Align Your Teeth Day

Event planning checklist



National Align Your Teeth Day (NAYTD) is observed on August 11 by dentists and orthodontists to promote awareness about the importance of tooth alignment.

Use this checklist to join in on Align's annual celebration the week of August 7 – 11 and help grow Invisalign® treatment in your practice.

01 Prepare Now – July 14

02 Engage July 14 – August 11

03 Celebrate August 7 – 11

01. Prepare (Now – July 14)

- Register to attend a National Align Your Teeth workshop on July 17 or 18 (Ask your TM for details!)
- Block off columns the week of August 7 – 11 where you can run 30-minute appointments
- Create an online scheduling link through Calendly or other online scheduling platform
- Create event flyers using templates; include office info, scheduling link, and any promotional pricing
- Order Invisalign marketing materials, balloons, and other office decorations
- Select raffle prizes, giveaways, and create appropriate signage
- Create social videos, reels, and stories and have them ready to post on social media
- Create or update social media consent forms with NP paperwork to include a form for NAYTD
- Work with staff to assign key roles and responsibilities leading up to your day

We
recommend
beginning
planning
6 weeks prior
to your event!

02. Engage (July 14 – August 11)

- Use your online scheduling link in all communications.
- Mass email to all existing patients and leads
- Post your event on Instagram and Facebook; boost for increased reach
- Make an “event” on Facebook and boost it
- Make an “event” on Google My Business
- Encourage staff to share all social media marketing
- Consider asking all current and past Invisalign patients to share if they're comfortable. (You can also ask any influencers to share!)
- [Download payment option form](#) guide to help tailor your financial options for NAYTD

03. Celebrate (August 7 – 11)

- Decorate your office
- Take photos and videos of your celebration throughout the day, ensuring patients have provided consent (be sure to abide by all applicable laws and regulations)
- Have patients fill out any paperwork online or in-office prior to consult
- Scan patients with an iTero™ scanner and incorporate Invisalign® Outcome Simulator Pro into your consult workflow
- Encourage patients to enter raffles / giveaways to drive attendance in office
- Share your event on social! Use #NAYTD and #NationalAlignYourTeethDay on all posts!
- Follow up the week of August 14 – 18 with prospects who didn't move forward with treatment during your event. Send them their Invisalign Outcome Simulator visualization and iTero scan report. You can reference the [email marketing playbook](#) for examples.