

# Store Event Checklist & Calendar



## 5-6 weeks

From Event Date

- Decide on what your store event will be
- Determine your budget (marketing, freebies, food, signage, etc.)
- Design & Arrange Postcards or mailings (optional)
- Contact local media with Press Release
- Contact Vendors for Sponsorship, Door Prizes, Aggressive Discounts on Products you can offer
- Contact a local charity to help with event (optional)
- Decide what your primary goal will be for event
- Decide what your secondary goal will be for event
- Communicate the event details, primary, and secondary goals to your team

## 4 weeks

From Event Date

- Finalize print/radio/TV marketing
- Cut YouTube or Facebook/Instagram promo videos to build excitement (for more tips, feel free to contact Brian Young)
- Create Social Media Posts and schedule for the next 3 weeks (ex. "Countdown to Santa")
- Create a Facebook Event on your FB page
- Set up an RSVP with a website like [www.eventbrite.com](http://www.eventbrite.com) (optional)
- For food or refreshments, make sure arrangements are made
- Print "Reminder Cards" or "Invitation Cards" to hand out at the register to customers (hand them out, do not leave next to register)

## 2-3 Weeks

From Event Date

- Email Blast 1-2x per week telling about the event...give more details as the event gets closer
- Social media posts more frequently, show previous events to build excitement/anticipation
- Make sure your store layout is right for the event
- Contingency plan in case of bad weather (if an outside event)
- Make sure your staffing is adequate for the event
- Update the cover on your Facebook page

## Week of

Event

- Decorate for event
- Have 2-3 min daily meetings building excitement with your team and making sure it is top of mind for them to promote
- Write up your "Event Menu" with specials & deals to be handed out on day of event
- Designate who will be the "Menu Champion" & "Host/Hostess"
- Have a table set up to collect emails/cell phone numbers to reach your secondary goal of building your customer sales funnel (this can be the refreshment table, door prize table, etc.)

## Day of

Event

- Enjoy the event!
- Make sure all guests have a menu, are welcomed, and enjoying themselves
- Take pictures for future promos and post event promotions
- Make sure someone is in charge of collecting emails/phone numbers
- Make sure your "Menu Champion" & "Host/Hostess" are active on the show floor, engaging with your guests: handing out the menu, recommending products, showing guests the door-prize table, etc.

## Week after

- Review with team what was great, what went wrong, what can be done next time that wasn't, and what can be improved upon

Event

- Celebrate successes! No matter how the event went, there were successes.
- Magnify those to keep the events going all year long. NOTE: Not every event will be a complete success, just keep going
- Post on social media the great time you had! Make sure everyone who couldn't attend knows they missed an awesome time!
- Send out Thank You emails to all your new sign-ups.
- Brainstorm new events with your team! Now is when the excitement is flowing and your team is fully engaged, get their thoughts on future events!

NOTE:

Please feel free to contact me with any questions regarding specifics that I did not include (ex. How to make or edit video clips, writing scripts, pre/post-event meeting formats, etc.).

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Have fun! Enjoy being a blessing to your community, boosting your store's image, and bottom-line!









