

- # Retail Special Event Planner

- Event Title _____

Event Date _____ Event Time _____

Event Location _____

Event Coordinator _____

Checklist for Creating a Great Retail Event

1. Set date and time for your event. Will this be held during your normal business hours or after hours?
 2. Decide where the event will be held. Will this be held inside your business, outside or as part of a larger event.
 3. Create a catchy title for the event that will attract your customers and new people. Make sure the title is so compelling that they can't imagine not coming! Is this an annual event that has been successful? If so, acknowledge that (i.e. 2nd Annual...) to continue the brand.
 4. Decide on the "feel" of your event. Will it be casual? Chic? You will carry this through on everything you do so make sure you have a clear picture in your mind.
 5. Decide on how you will market your event. Create a marketing calendar that will include any, or all, of these options: social media (which ones?), flyers, postcards, bag stuffers, email, radio, newspaper, TV, cross-promote with other merchants etc.
 6. Create specific focus areas to work on or create committees. Create a list of objectives for each of these that will ensure you are not forgetting anything. If you are creating committees to oversee these areas note who is on the committee and who is the chairperson.
 7. Make a list of items needed. Think of things you will need for props, inventory, marketing pieces, extra help, special permits etc. Identify who and where you will get these from. Note any deadlines for getting these in a timely fashion. Include vendors you will use.
 8. Create your marketing pieces with enough time to proofread them. Schedule them in plenty of time.
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- 9. Decide on the layout of your event. What type of tables etc. will you need to set up for? Make sure there is plenty of room for people to move around and not get stuck in a corner somewhere. Create a simple floor plan to make sure all bases are covered.
 - 10. Send reminders to vendors to make sure no one drops the ball.
 - 11. Set up the room or area and prep the day before if possible. Double check everything on your list to make sure it is in place.
 - 12. Check the thermostat and lighting to make sure your guests will be comfortable and want to stay longer.
 - 13. If putting product out, make sure you have attractive signage and that the product is priced.
 - 14. Talk with your staff about any details that will make them feel knowledgeable about what is going on so they can answer questions and be helpful to your guests.
 - 15. Do a quick walk-through and make sure everything is in place.
 - 16. If possible, try to take a short break before the event starts to catch your breath, refresh yourself and prepare to have an engaging time with your guests.
 - 17. Plan ahead of time for someone to clean up once the event is over and get your business back in shape.
 - 18. The day after the event send thank you notes to attendees or post on social media thanking them for coming. Post photos of the event.
 - 19. Send thank you notes to any vendors that were helpful in making the event a success.
 - 20. Review the event with your staff and make notes for the next time.
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