



Grand opening

You've done the hard work to start your business, now it's time to celebrate and let everyone know you are open for business! Here's a checklist to help you plan the perfect event!

- Set a date and time for the event.
- Set a budget.
- Create a list of customers, friends and family you would like to personally invite for your big day.
- Invite your local Chamber of Commerce and local officials to attend.
- Prepare to have light refreshments. Don't forget napkins, drinks, small plates or whatever you will need.
- Consider offering samples of your product.
- Decide if you want music or other entertainment during the opening.
- Create a program list for grand opening day. Will there be speakers, presentations, demonstrations, a ribbon-cutting, raffles or other activities?



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- Secure staff or extra help for the grand opening date you choose. Provide training for them to answer questions. Tell them how to dress.
- Plan your marketing campaign. Determine how, when and where you will promote your event.
- Schedule any ads or social media posts.
- Prepare print materials: postcards, flyers etc.
- Mail postcards or flyers.
- Send out an email announcing the event.
- Arrange for someone to take pictures throughout the event to share on your social media. Even do a live stream during the event to invite people down.
- Prepare your place for company! Make sure it is clean. Set up great displays with proper signage.
- Prepare something for attendees to take with them to remind them of you in the future.
- Have a sign-in sheet and a place for emails so you can follow up and thank them for coming.