

GET STREET SMART

THRIVING DISTRICTS BY DESIGN



Can-do customer promotions

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Fundamentals of Event Planning

Ideas for events and promotions

- solo events

- shared events

- leveraging district or community events

Event planning tips and strategies

Case study planning example

Workshop outline

Planning

Get started or get involved

Event outline

Scale

Party

Volunteer help

Hospitality

Promotion

Promo materials

Web & social media messages

SWAG (stuff we all get)

Fundamentals of event planning

Solo business promotions

Promotional activities or events sponsored and arranged by an individual business

Shared promotions

Several neighboring businesses in a district collaborate to host a promotional activity or event

Leveraged promotion

Community or district-wide events that individual businesses should take advantage of to promote their business and attract new customers

Promotional event approaches

| | |
|----------------------|--|
| Mission: | How will event fill or satisfy your goals? |
| Benefit: | Who and why? |
| Name: | Classic description |
| Theme: | If differing annually or from activity to activity |
| Logistics: | Time, date, location |
| Partners: | Beneficiaries from event's success |
| Funding: | Grants, sponsors, donors, members |
| Participants: | Target a "best guess" number |
| Activities: | Determine how place "looks" |
| Audience: | Who <i>should</i> come? |

Event outline

Size = Time + Talent + Treasure

| | | <u>Solo</u> | <u>Shared</u> |
|-------------------|------------|-------------|--------------------------|
| Organizers | | 1 (you) | 3 (you & your neighbors) |
| <u>Tasks</u> | <u>Hrs</u> | <u>Hrs</u> | |
| Logistics | 2 | 3 | |
| Marketing | 3 | 5 | |
| Fundraising | 0 | 2 | |
| Volunteers | 1 | 3 | |
| Activity | 5 | 5 or 15 | |
| Evaluation | .5 | 1 | |

Scale Matters

Ideas for Solo business promotions





Throw a contest
coloring
poetry
photography

Solo business promotions



Sponsor a contest
roses
dogs & cats
sports pools
births

Solo business promotions



Community info

Solo business promotions



Free samples

Solo business promotions



Entertainment
outdoor musicians

Solo business promotions

Entertainment
street performers



Solo business promotions



Entertainment
indoor music

Solo business promotions

Costume characters



Solo business promotions



Curbside decorations

Solo business promotions

Art cars



Solo business promotions



Host a meeting
club
DIY class
organization
board/committee

Solo business promotions



Book signings
cookbooks
how-to manuals
fashion

Solo business promotions



Chalk art

Solo business promotions



Chalk art

Solo business promotions

Happy hour



Solo business promotions



Open House

Solo business promotions

Ideas for Shared business promotions





Silent auctions
Donate
Host

Shared business promotions

Gift baskets



Shared business promotions



Entertainment

Shared business promotions



Fashion show

Shared business promotions



Girls night out

Shared business promotions

Fundraiser
donate
host



Shared business promotions



Pub crawl

Shared business promotions

Sidewalk sale



Shared business promotions



Holiday open house

Shared business promotions

Ideas for Leveraged business promotions





Parade coupons

Home Art Decor

82nd Avenue of Roses
Parade Special



Stop by for a free rose with every purchase during Rose Festival

Portland, OR 95461

12345 82nd Avenue of Roses

Roses available until Jun 30, 2012

Leveraged business promotions



Recycling events

Leveraged business promotions

PediCabs
sponsor signage



Leveraged business promotions



Community events
participate
volunteer
in-kind donation

Leveraged business promotions



Chamber meetings

Leveraged business promotions



Arts festivals
stay open late
giveaways
coupons

Leveraged business promotions



Community Tree
offer decorations
extended hours

Leveraged business promotions

Fat Tuesday



March 8th 2011
Feast for Seniors

Benefiting Hungry Seniors in Thurston and Mason County

The following restaurants graciously donate to help home-bound seniors needing Meals-on-Wheels.
All you do is feast! That's right! You raise funds when you dine out.
Please thank the participating restaurants for having a heart for seniors!

Participating Restaurants

| | |
|---|--|
| ACE BBQ | McDonalds ~ Harrison Ave. NW |
| Acqua Via | Mercato Ristorante |
| Anthony's Hearthfire Grill | Norma's Burgers at I-5 |
| Bagel Brothers ~ Westside | O'Blarney's Irish Pub |
| The Brick on Trosper | Pellegrino's Italian Kitchen |
| Budd Bay Café | Pepper's Mexican Restaurant & Cantina ~ Olympia |
| Casa Mia ~ Yelm, Lacey & Olympia | Pints and Quarts ~ Eastside |
| Cascadia Grill | Puerto Vallarta Restaurant |
| Dirty Dave's Pizza Parlor | The RAM ~ Lacey |
| Emperor's Palace | Ramblin' Jacks |
| Fujiyama Japanese Steak House | Ranch House B-B-Q ~ HWY 8 |
| Great India Cuisine | River's Edge |
| Happy Teriyaki ~ Lacey | Shari's ~ Pacific Ave. SE |
| I-Hop ~ Cooper Pt. Rd. & Martin Way | The Shipwreck ~ East |
| Iron Rabbit | The Shipwreck ~ West |
| Italia | Steven's on Railroad ~ Shelton |
| King Solomon's Reef | Strip Steak House ~ Shelton |
| Koibito Japanese Restaurant ~ Harrison Ave. NW | Swing |
| Lee's Buffet | Tugboat Annie's |
| Main Buffet | |

Benefit

you participate
they do marketing

Leveraged business promotions



Street fairs
vending booth
event coupons

© Neighborhood Notes

Leveraged business promotions

Event planning tips



Planning: target YOUR market

Party: logistics and event details

Promotion: most important

Event planning tips

Who, what, how and why?

| | |
|-----------------------------------|-----------------------------|
| WHO plans and manages event? | <u>Solo</u> |
| WHO attends? (target market) | <u>Wine Enthusiasts</u> |
| WHAT is the expected outcome | <u>New Customers</u> |
| WHAT media reaches target market? | <u>Wine blogs ++</u> |
| HOW much will it cost? | <u>\$115</u> |
| HOW much will it make? | <u>\$ 0</u> |
| WHY is it worth the effort? | <u>Increase client list</u> |

Event example: Wine Tasting



Planning

- Event outline exercise
- Tracking
- Ask friends, family or best customers to help
- Organize equipment, staging, and decorations
- Refreshments: order food & drinks
- Music: background or main activity
- Confirmation email to all parties

Event example: Wine Tasting



Promotion

- Print material: flyer, poster, postcard
- Update your business website
- Email invite (use print material) to client lists & VIPs
- Newsletter: announcement/article
- Post online: Event calendars, Facebook, Twitter, Instagram
- Draft press release & send out
- Send pre-written article to press and e-newsletters
- SWAG giveaways
- Look into co-op media ad opportunities

Event example: Wine Tasting



Party (day of details)

- Set up areas:
 - food/appetizer trays
 - drinks (wine & non-alcoholic)
 - music (separate from food/drink)
 - coat rack/area
- Hang poster at food and “stage”
- Decorate
- Set out garbage, recycling & dish containers
- Hang signage for parking

Event example: Wine Tasting



Party

- Greet guests as they arrive
- Make eye contact
- Direct guests to food, music, activities
- Thank you (and gift) to helpers

Event example: Wine Tasting



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