THRIVING DISTRICTS BY DESIGN



# Can-do customer promotions

Bridget Bayer
Business Association Management
bampdx.com
(503) 290-4377

#### **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 *should* come?

#### Event outline

#### Size = Time + Talent + Treasure

|              |            | <u>Solo</u> |            | <u>Shared</u>            |
|--------------|------------|-------------|------------|--------------------------|
| Organizers   |            | 1 (yc       | ou)        | 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



Sponsor a contest roses dogs & cats sports pools births



Community info



Free samples



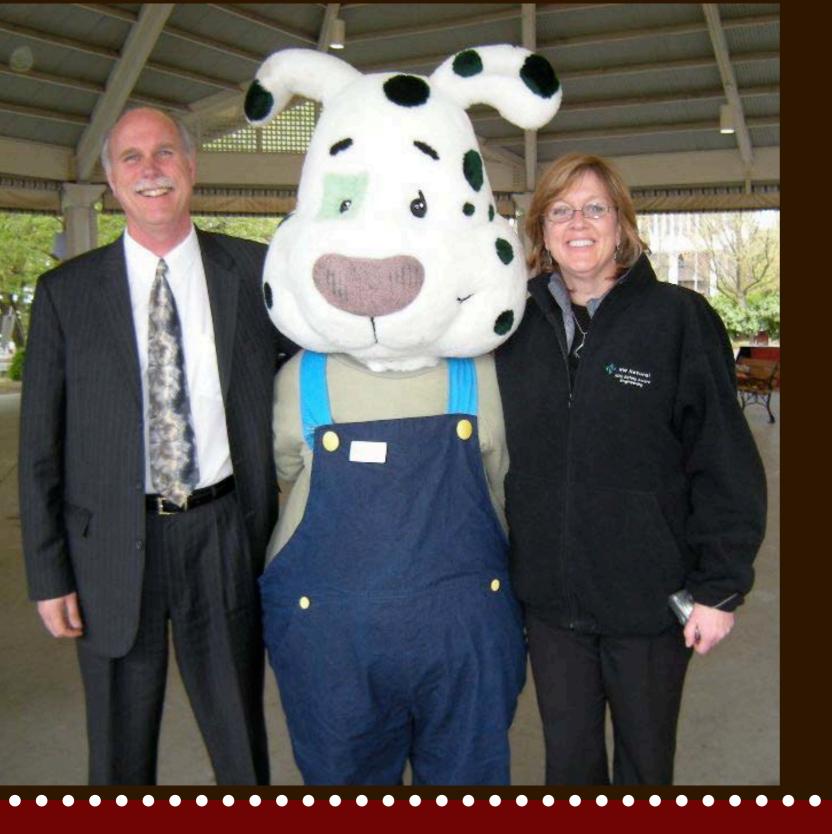
Entertainment outdoor musicians



Entertainment street performers



Entertainment indoor music



Costume characters



Curbside decorations



Art cars



Host a meeting club
DIY class
organization
board/committee



Book signings cookbooks how-to manuals fashion



Chalk art



Chalk art



Happy hour



Open House

## Ideas for Shared business promotions



Silent auctions

Donate

Host



Gift baskets



**Entertainment** 



Fashion show



Girls night out



Fundraiser donate host



Pub crawl



Sidewalk sale



Holiday open house

## Ideas for Leveraged business promotions



#### Parade coupons

#### **Home Art Decor**

82<sup>nd</sup> Avenue of Roses Parade Special



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

Roses available until Jun 30, 2012

Portland, OR 95461

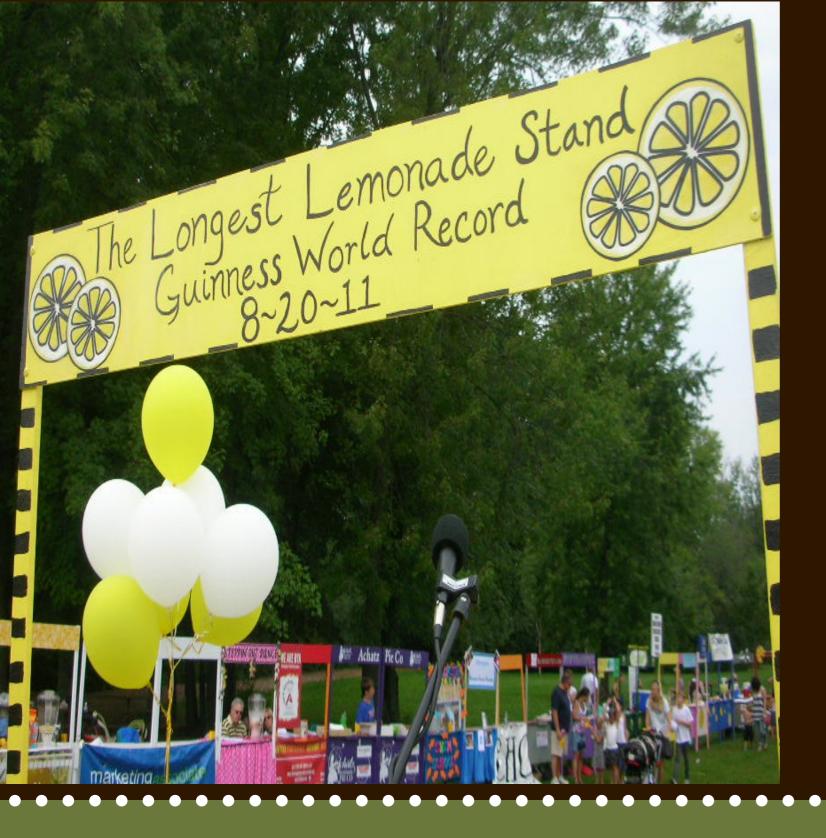
#### Leveraged business promotions



Recycling events



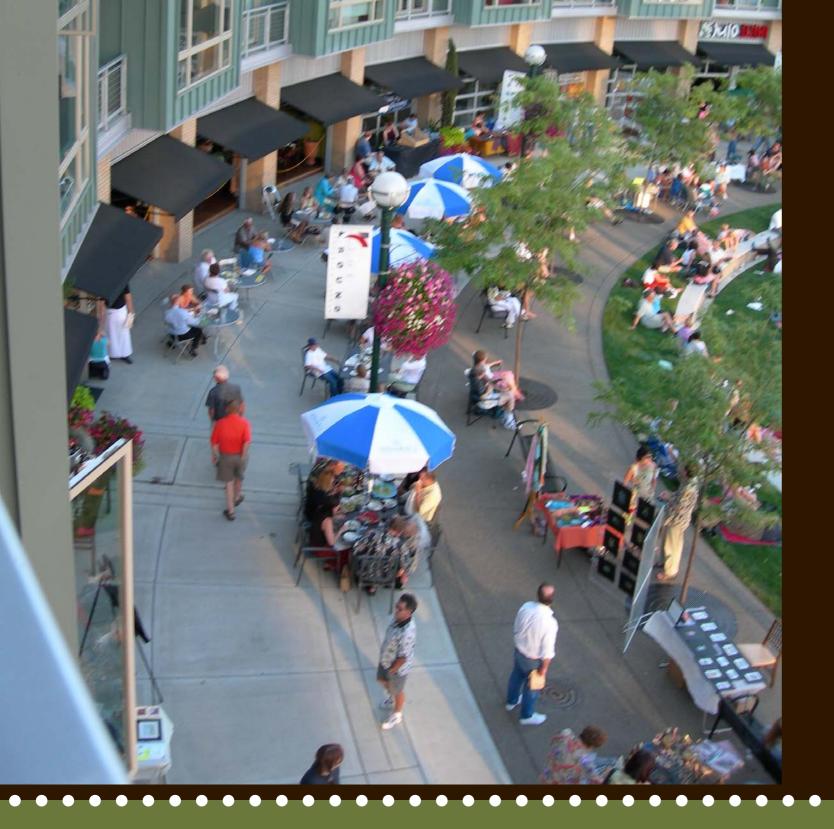
PediCabs sponsor signage



Community events participate volunteer in-kind donation



Chamber meetings



Arts festivals
stay open late
giveaways
coupons



Community Tree offer decorations extended hours



Benefit
you participate
they do marketing



Street fairs vending booth event coupons

# 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?

WHO attends? (target market)

Wine Enthusiasts

WHAT is the expected outcome

New Customers

WHAT media reaches target market?

Wine blogs ++

HOW much will it cost?

\$115

Solo

HOW much will it make?

\$ 0

WHY is it worth the effort?

Increase client list



## 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



#### 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 enewsletters
- SWAG giveaways
- Look into co-op media ad opportunities



### 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



#### **Party**

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



## Bridget Bayer

Business Association Management bampdx.com
(503) 290-4377

THRIVING DISTRICTS BY DESIGN