

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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