

# Event Name:

*Date, Time:*

*Location:*

## Event Goals

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Products to Sell

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## My Set-Up

- Provided by host: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Signage

- Banner or Sign
  - Size -
  - Location -
  - Method of display -
- Price cards (or tags)
- Newsletter sign-up list and pen
- Marketing materials
  - Business cards
  - Store postcard

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Packaging

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Operations

- Promotion
  - Blog post
    - Announcement beforehand
    - Post-event thank you
  - Social media - Twitter, Facebook, Instagram

- Announcement beforehand
    - Preparations during
    - Post-event thank yous
  - Email
    - To friends and family beforehand
    - To new newsletter subscribers post-event
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Money set-up
  - Square(s)
  - Square credit cards tent (request beforehand)
  - Phone
  - Phone Charger
  - Cash for change
  - Cashbox
  - \_\_\_\_\_
  - \_\_\_\_\_
- Event help
  - Bathroom break plan - friend or neighboring booth?
  - Bring snacks and/or lunch
  - Water bottle
  - Notebook for observations
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_