

# Project Manage Your Activation

Activate your Seattle Restored storefront using this project management planner. This planner can be used for your grand opening, product launches, and other space activations.

## BEFORE THE EVENT

### 1. Choose Event Date and Time

- When are my customers available for an in-person event?
- When is there increased foot traffic passing by my space?
- Who else should I consult with about the event date and time?
- How long should my event be — a few hours or over a long weekend?
- Is the timeframe within normal or expected shop hours?
- Are there other events planned in the neighborhood?
- Would another event benefit or compete with the one I'm hosting?
- If I'm planning a grand opening, do I want to plan a test run?

### 2. Identify Event Goal

- What is my reason for hosting this event?
  - Awareness
  - Foot traffic
  - Community Building
  - Product launch
  - Art walk
  - \_\_\_\_\_

- What resources do I have for this event? What is my budget?
- [What resources are available to me as a Seattle Restored participant?](#)
- When will I make time to plan and promote this event?
- How will I stay organized and project manage this activation?

### 3. Promote Event

- How do I want to describe the event? What copy do I need to write?
- What is the look and feel of the event? What graphics do I need?
- What information will make it easier for guests to attend?
  - Map
  - Parking
  - Public transit
  - Traffic conditions
- Do I want to or need to have guests RSVP? If yes, how will they do that?
- Is the event free to attend or is there a fee for entry?
- Based on my goal(s), what social media features will be most effective?
- Based on my goal(s), how many newsletters will I feature the event in?
- What will I submit to Seattle Restored to have my event listed?
- Where can I place in-shop and window signage to promote my event?
- What third-party event sites can I use to cross-promote my event?

### 4. Logistics

- Based on my goal, will I need any additional inventory?
  - By product category
  - By SKU
  - Limited availability
  - Event-exclusive
- Based on my goal, will I need more collateral?
  - Seattle Restored marketing
  - Other printed marketing
  - Paper shopping bags
  - Tissue paper

- Does my event require a banquet or other permit?
- Do I need to close early to set up or will I set up during shop hours?
- Based on expected attendance, do I need to change my layout?
- Will I need to add or bring in any additional fixtures or furniture?
- Do I want to have a place to hang coats or store umbrellas?
- How long will it take to set up on the day of the event?
- Will I need help for set-up or during the event?
- How will I train/coordinate with anyone who helps during the event?
- Will the event experience be unstructured or structured?
- Will I need to or do I want to say anything to my event guests?

## **DURING THE EVENT**

### 5. Customer Connection

- Where will I put a sign-in sheet so I can thank event participants?
- Do I want to encourage event attendees to sign up for my newsletter?
- How will I enroll customers into my customer loyalty program?
- How can I make my customer connection feel elevated during the event?

### 6. Customer Research

- What other Seattle Restored activations have guests visited?
- What other businesses in their neighborhood do guests like to support?
- Do they live, work, or visit the neighborhood your storefront is in?
- How much shopping is your customer doing for themselves vs. others?
- What products, services, or conveniences do they look for?

## 7. Promotion

- How will I promote the Seattle Restored program?
- Can I offer to take photos for attendees who are part of a group?
- Do I feel comfortable posing for photos with attendees?
- How would I like photos to be tagged? How will I let others know?
- How do I want to invite my attendee to come back for another visit?
- When should customers come back and for what reason?

## **AFTER THE EVENT**

### 7. Continue Promotion

- How and when should I thank customers for their support?
- Where do I ask customers to post their reviews?
- Where should I post photos — website, social media, Seattle Restored?
- When will I respond to the social media comments and tags?
- How do I thank my event partners and helpers?

### 8. After Action Review

- What goal(s) did I set for my event? Did I meet them?
- What budget did I set for my event? Did I stay within budget?
- Where did I promote my event? Did it reach the intended audience?
- How long did I plan for set-up? Was that a reasonable amount of time?
- Did I have help or support for the event? Was it enough or too little?
- What did I think the event attendance would be? What was it?
- Did I have enough inventory for the event?
- What do I want to continue or do differently for my next event?