



Shop The Neighbourhood: Event Planning Work Back Schedule

Preparation

- Determine who you want to rally to your event.
- Make a list of other neighbourhood businesses.
- Contact these businesses about the event and get them to participate.
- Set a date that doesn't overlap with other events.
- Determine budget.
- List the digital and traditional channels you will use to promote your event.
- Set up an event page.

6 weeks before Shop The Neighbourhood

- Design deals and promotions for the event.
- Create a content calendar for your event page and social media channels.
- Begin creating content: photos of preparations and special deals, short video interviews with other local business owners and employees, special promotions for the event, benefits of shopping local, testimonials from your customers and any well-known local personalities who shop at your store or your neighbourhood etc.
- Create and print your marketing materials: flyers, signage etc.

- Download and display the Shop The Neighbourhood cling and banners on your storefront, website and social pages.
- Ask participating businesses to also do the above.
- List your event on local calendars.
- Write a press release or an invite, and send it to your local media outlets, journalists and BIA.
- Look for discounted ads – contact local media – and begin any advertising.
- Start telling your customers about the event.
- Schedule periodic meetings with participating businesses.
- Determine need for volunteers and begin recruiting.

4 weeks before the event

- Create a list of social media posts and share with participating businesses to post on their profiles.
- Begin posting content on your event page, website and social media profiles.
- Send out an email about the event to your customers.
- Invite any well-known personalities from your neighbourhood.
- Distribute flyers in your neighbourhood.

1-2 weeks before the event

- Decorate your store by displaying event posters and event-specific promos around your store.
- Send out an email reminder to your customers 2 weeks before the event.
- Increase urgency in social media and event page posts.
- Check with media and reconfirm attendance.
- Send a final reminder email two days before the event.
- If needed, set up signage one day before the event.

On event day

- Open your store early and close late.
- Offer in-store deals.
- Take lots of photos and videos, and post live to your social media profiles.
- Ask customers and other attendees how they feel about the event and capture it on video.

After the event

- Send thank you emails and notes to customers, journalists, volunteers and other people who attended.
- Reconnect with participating businesses, your BIA and the media with event highlights.
- Post event highlights on your website and social media profiles.
- Save any new contact information, images, videos and event details for your next Shop The Neighbourhood event!