

BEST YEAR YET CHALLENGE



ANNUAL EVENTS PLAN

What worked best last year, and what needs to be updated this year? This is today's goal!

Events can add excitement and life to your day-to-day business. You can generate buzz and attract new customers by thinking outside of the box, however, what is the true ROI? Everything in business should be tracked to gauge its value or lack thereof.

My Best Events To Continue:

Events To Consider Adding:

Events to X:

Questions to ask before taking on an event:

Use this checklist to help determine the events worth repeating and the events you can kick to the curb! Time is money and remember, you only have 24 hours in a day!

1. Will this event benefit me:

1. Financially
2. Attract new customers
3. Goodwill effort or experience
4. All of the above

2. How will this affect my existing customers?

It is important to not jeopardize your current customer relations with any event that you add to the calendar.

3. What is your financial responsibility? (How much will it cost you?)

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4. What will the event cost you in payroll?

5. What is the expected income? Or gain in new leads or contacts?

Create your own personal event worksheet for each event you participate in for 2019. The form should include the following: There is also a sample similar to this in the Hub Training Library.

1. Date
2. Hours of Event
3. Contact information
4. # of Staff Needed
5. Investment - Financial (advertisement, staff, props, inventory)
6. Benefits
7. What worked before
8. What didn't work and can be better
9. Ideas for change
10. How to increase FOMO for customers
11. How will I retarget customers after the event
12. Income
13. PROFIT
14. Notes for Next Year

Remember: It is important to BE ALIVE in your community. Look at your community calendar and see what your business can be involved in for 2019. Get it on your calendar NOW and start planning!