



In-Store Event GUIDE



Why an in-store event?

In-store events give you an opportunity to:

- Show off your store, its offerings and your staff.
- Meet your people in a relaxed, fun setting.
- Serve the attendees.
- Attract new customers.
- Partner with another local business.
- Build customer loyalty and community.

In-store events take planning, effort, investment and time.

Here is a checklist to make sure your Illustrated Faith event is the best it can be!

1. Create an event that is appealing to your target customer.

Bible journaling is on the rise and it crosses generations. Young and not as young alike love Bible journaling. You have so many opportunities — host a mother daughter night, a young mom's night out, a brunch, a lunch...you decide.

What we like best about the Bible journaling community is that 8% who are engaged with Illustrated Faith have never owned a Bible before. What a great way to reach out to your community.

As you begin...

For example:

My target Customer: moms of preschoolers.

Her daily issue/challenge: no time for self or daily devotion

My event: Mom's night out. A night with yummy treats, great coffee, music playing, ladies experiencing Bible journaling together.

Consider offering some specials on your Bible journaling items.

2. Partner with another local business.

Find someone in your community that offers something you don't. Perhaps a coffee shop or bakery could provide the treats. The coffee shop or bakery can market the event to their customers, and you can market to your customers.

At the event you are both represented. **Win-win!**

3. Determine the best day and time.

Choose a slow day and a slow time of year. Choose the time of day based on your target customer. If your target customer is professional women, then an event at 10:00 am is not going to work.

4. Spend time on the logistics.

The details, oh the details. YOU MUST PLAN WELL.

Suggested supplies for an Illustrated Faith Bible journaling workshop:

- Have a workspace for the attendees
- Tables & chairs
- Water in small cups for paint brushes
- Paintbrushes
- Paper towels
- Bible journaling supplies (stickers, paint wash tape, die cut prompts...)

**Remember as your attendees experience the product, they are more likely to purchase.*

- Determine what you will need for the refreshments you will serve.
Coffee-cups, cream, sugar, sugar substitute, stir sticks napkins, cold drink-cups, plates, forks, spoons, serving pieces for cake, ice cream...
- Be sure to have plenty of help for the event.
- Invitations:
*How will I invite those attending? And when will I invite them?
Will I mail invites or pass them out at the store?
Save the dates/invites (see DaySpring Retailer Resources for template)*

Suggested agenda for Illustrated Faith Bible journaling workshop:

- Meet & Greet - greet each and every one. This means all the preparation will need to be done at least 15 minutes before the start of the event.
- Help your attendees to get settled in a workstation spot. Once all seated:
- Welcome and thank all those attending - if you have a special offer this is the time to announce that offer.
- Tell them how excited you are about Bible journaling and possibly show one of the two videos available on DaySpring retailer resources.
- Review the items you have provided for them to use, letting them know these are all available in your store.
- Most of the event time should be the experience!
- Suggestions for the experience
The die cut prompts are perfect. Each attendee chooses a prompt, turns to that scripture and illustrates her faith.
Not all will have a Bible for journaling, so offer blank paper for journaling, or chose two or three Bible stories or passages and offer those printed for journaling use.
- As you approach the end time, get the groups attention thank them and if planned announce your next event.
- Even though you have an end time, be prepared to stay a bit later, you will be surprised by the community that happens long after the event ends.



5. Inviting

4-6 WEEKS BEFORE: Put a flyer in the store, shout it out on social media, talk about it at the register. Place a flyer in each bag. *(see DaySpring Retailer Resources for template)*

2-4 WEEKS BEFORE: Mail, or email a save the date to the customers in your data base.

THE WEEK OF THE EVENT: Talk about it on social media daily. Create a countdown in social media and in store. This builds the excitement!

6. Provide outrageous customer service.

Have plenty of staff for the event. Understaffing is a fatal mistake. Make sure your attendees feel spoiled enough to talk about it tomorrow!

7. Gather contact information and follow up.

- a. Gather contact information through a door prize drawing slip. *(See DaySpring Retailer Resources for template)*
- b. Ask guest to sign in
- c. Follow up with a handwritten thank you note-this personal touch will stand out!
- d. Offer a bounce back coupon with an expiration date *(see DaySpring Retailer Resources for template)*

8. Measure the business impact *(bounce back coupons are an easy way to see who returns to buy)*

- a. How many new customers came to the event?
- b. How many contacts did you acquire?
- c. How many talked about your event on social media (this can be tracked by providing an easy hashtag for your event)
- d. How many bounce back coupons were redeemed?

“Don’t be disappointed if you don’t see immediate ROI *(return on investment)*. It could take months or even years before a prospect decides to pull the trigger and purchase.”

- Jennifer Gregory