



OPEN HOUSE CHECK LIST

Dealer:

Event Location

Event date:

EVENT GOALS:

Event Type: **Sales Customer Appreciation**

Target: **Commercial Residential**

Model(s) Featured: **Walker EcoLawn TurfTeq**

Special Event Offer:

Activities/Contests/Raffle:

Obstacle course-prize for winner? **Yes No**

Additional Advertising Supporting the Event?
Yes No

Details



6 MONTHS PRIOR TO EVENT

Event is entered on all calendars:
Dealer, PWI, Walker, GMS



4 MONTHS PRIOR TO EVENT

PWI introduces Dealer to Marketing Coordinator (MC).
Dealer and MC begin event planning.



2 MONTHS PRIOR TO EVENT

Mailer/email Save The Date.
In-store signage displayed.
Order Walker Ware Merchandise (if applicable).



1 MONTH PRIOR TO EVENT

Send initial invite - include announcements about prizes giveaways, food, event, etc.
Bag-stuffer announcements.



2 WEEKS PRIOR TO EVENT

Send second and final invite.



1 WEEK PRIOR TO EVENT

Outbound calls and last minute/new invites.
Handouts for event discounts with every purchase.



- Register all attendees with chance to win drawing
- Collect emails
- Collect addresses
- Take photos/video of event attendees
- Post Social Media



1 WEEK AFTER EVENT

Follow Up Touch Points

- Emails
- Phone Calls
- Social Media

Post Evaluation Submission