

# Store Event and Outreach Guide



# Store Event and Outreach Guide

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## Vision & Objective

We are excited to provide you with the Store Event and Outreach Guide which will help make your event planning process easier, in preparation for your Outreach Event, In-Reach Event, or Home Office Supported Event.

## Compelling Reason

This guide can relate to any type of event to generate local buzz, drive traffic and increase FORMAN MILLS brand awareness, resulting in increased traffic

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## Leadership Commitment

- Demonstrate your commitment to this experience through support, determination, and initiative! A little innovation helps too! You own these events– be playful, purposeful, and patient. Be mindful of our target customer, seek new opportunities and work with your DM, Store Manager, and Home Office team to make YOUR event successful. And don't forget– HAVE FUN!
- You must work with your DM and Home Office partners for event approval. All event requests must be submitted to the [payitforman@formanmills.com](mailto:payitforman@formanmills.com) address, using the Outreach Event Request Form ( available on the Forman Mills website). Event planning may not proceed until approval is received. You may ONLY use the marketing collateral provided by the Home Office!

## What's In It For Me?

- For every event, our expectation is to drive incremental sales of \$500 OVER plan for the day!
- A successful event will positively effect all your KPI's, bring Brand awareness, and a new loyal customer for FORMAN MILLS!
- **CELEBRATE!** Our new FORMAN MILLS Outreach Connection Sharepoint site will recap events, post gems and opportunities, organize forms and media, spotlight photos from events, and most importantly, celebrate the WINS! This will be available for the stores , DM's to view.

# TYPES OF EVENTS

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## Definition of an Event

- Something you receive a special invitation to
- Something you look forward to
- Something that makes you feel like you are special
- Something you arrange your schedule to make time for
- Above all, something that is FUN!

## Why do we have Events?

- To Drive sales, ADS and traffic
- To build relationships
- To build our brand
- To build a community connection

## Store Initiated Outreach Event

A store “reaching out” to a target group to host an event to drive business, to establish a connection and presence within the community, to build a store’s customer base and create brand awareness amongst a new customer group to ultimately build a relationship over time. (this is used in our Style Events and Fashion Shows.)

## In-Reach Event

When an outside organization or group contacts your store for participation in a particular event (i.e. church fashion show, street fair, local community club event). These events provide an ability to generate traffic, to capitalize on community connection, and to connect to a new customer base by using your existing contacts and established relationships.

## Store Event Supported by the Home Office

An event planned and supported by marketing resources is a Store Event. Examples of these would be: Style Events (once a quarter), Bra Fit and Sidewalk sales. These events are strongly promoted and supported with advertising and other collateral.

## Once your Outreach event has been confirmed/approved

Regardless of the size or type of event, the planning process includes 5 key areas that are critical for the success of your store and team:

1. Get the word out...Event promotion!
2. Associate support to deliver heightened customer experience
3. Store environment...How does my store look/feel different on event day vs. any other day of the week?
4. Right People, Right Place, Right Time...Scheduling and Staffing. Do you have the Store Leaders scheduled?
5. Key learnings...what you learned did/did not work, and can approve upon for the next event

## Get the Word Out...Event Promotion!

### Outreach Invites

- Colorized 4" x 6" Outreach card or Fashion Show card( includes coupon) available to stores for approved Outreach opportunities
- These can be requested through the Outreach Event Request form and submitted to [payitforman@formanmills.com](mailto:payitforman@formanmills.com).
- Stores will receive Outreach Card via UPS within 7 weekdays



### Outreach Poster/ Flyers

- Colorized 11" x 17" Outreach posters and 8"x11" flyers available to stores for approved events
- The poster will advertise the event date and location
- You can place the posters in your store to advertise the event, and the flyers in gyms, food stores, other locations where our customer will be able to see. You **MUST** have approval from the location prior to posting!
- These can be requested on the Outreach Event. Request form and submitted to [payitforman@formanmills.com](mailto:payitforman@formanmills.com), with quantities, and ideas on where you want to post flyers.

# Approval Process

## Outreach Creative Request Forms

Forms for store events requesting creative media must be completed by the DM and submitted to [payitforman@formanmills.com](mailto:payitforman@formanmills.com) at least 8 weeks prior to the event date. If customized color collateral is not required for your event, and you require only a black and white pdf. you can print in your store, the request needs to be sent in 3 weeks prior to your event. This will be a general flyer, with no specific store or event information.

An example of the form is posted below, and can also be found:

- [Forman Mill.com](#) > Information Footer > Outreach

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### Creative Evaluation

Store's DM

Date of Proposed Event

Date

Event's Name

State Your Events Objective

Were Your Creative Objectives Met? If not, why?

Was A Coupon Part of Your Mandate?

- Yes  
 No

What Were the Key Learnings?

What Were The Opportunities?

What Would You Do Differently?

### Outreach Request Form

Please apply 8-10 weeks in advance to ensure that we can create the perfect experience for our Forman Family.

Name

First Name

Last Name

Email

example@example.com

Phone Number

Area Code

Phone Number

Today's Date

Date

Store Number and Address

Event Date

Date

Deadline Date

Date

Event Objective

Advertisement

- Email Blast  
 Mass Text  
 Newspaper  
 Social Media  
 Radio  
 Website Banner

Materials Needed

## Outreach Event Ideas

Outreach Idea	Considerations
<b>In-Store Fashion Show</b>	<ul style="list-style-type: none"> <li>• Recruit models</li> <li>• Follow Event Checklist</li> <li>• Models will receive discount of 25%- refer to Store Event</li> <li>• Guide sent by Store Operations for code</li> </ul>
<b>Teacher Appreciation Event</b>	<ul style="list-style-type: none"> <li>• Timing is everything! Will need to be able to promote the event, and will need ample time to do so. You do not want to start too early in the school year, or too late.</li> <li>• Teachers will need to provide their ID to receive an additional 10% off their purchase</li> <li>• This is a specific timed event, not a continuous on-going discount!</li> </ul>
<b>Assisted Living Shopping Experience</b>	<ul style="list-style-type: none"> <li>• Coordinate a time with the driver prior to the store opening, or after hours, so our team can devote their time to our special guests! ( Payroll for off hour events must be provided by your RSD!)</li> <li>• Ensure the restroom is clean and accessible.</li> </ul>
<b>Military Appreciation</b>	<ul style="list-style-type: none"> <li>• If you are located near a military base, contact their Community Relations department to inquire if you would be able to post flyers and offer a Military Appreciation Event in your store.</li> <li>• Additional 10% off of purchase- this is a specific timed event, not an on-going discount</li> </ul>
<b>Vendor Event/ Launch Party</b>	<ul style="list-style-type: none"> <li>• Host a vendor event around the holidays or if we have a new product to promote (Denim Relaunch, new bra)</li> <li>• Invite local businesses or vendors to promote their products in-store</li> <li>• NO vendor products may be sold in the store! Suggest vendors promote the event to their contact lists</li> <li>• Contact local food vendors for easy "eats" (soft pretzels, water, small cookies or cupcakes) and we can hand out</li> <li>• their promotional flyers and coupons in exchange</li> <li>• No homemade treats! Any food must be provided by a business or bought from a store.</li> </ul>
<b>Shopping Center/Mall Website</b>	<ul style="list-style-type: none"> <li>• If your mall or center has a promotional website, you may contact them to see if they will advertise our special promotions and events.</li> </ul>

These are just a few possibilities of what your Outreach Event can be! We are depending on YOU to make this happen! Any new ideas, thoughts or suggestions you have, please reach out to your DSM.

# Outreach Event Ideas

## A few think-about's:

- Remember to coordinate an event with our target customer in mind!
- Always ask the permission of any establishment you wish to post flyers.
- Contact your local Chamber of Commerce to inquire if they have complimentary memberships. Even if they do not, they may have information of local events where we can attract new customers.
- If hosting an event in-store, contact local vendors within your center to see if they would donate some snacks, in exchange for handing out their cards or coupons.
- If having food in-store:
  - Always order from an insured business- NEVER ask/pay an associate to make a snack, as this is a liability issue.
  - Keep the snacks small, neat and easy. Remember, YOU are responsible for cleaning it up! Avoid dark icings, as they tend to stain.
  - Always inform the customer of what the item is, so we have no issues with food allergies.
  - If a customer brings their children into the store, always ask the parent if they can have a snack- NEVER offer or hand to the child, allow the parent to

- Use key selling periods to drive your business- leverage branded tools from Home Office to Outreach to prospective customers.
- Leverage the traffic by delivering an elevated superior in-store experience to convert customers and drive ADS and UPT.
- Contact your DM with Outreach opportunities at least 8 weeks prior to the proposed event date for all Store Initiated Events, to ensure you allow the proper time to create and distribute collateral. This will help make your event a success!
- Build a relationship with your local marketing team at your center/mall to stay in the know on upcoming mall and center marketing opportunities, and forward to your DM.
- Contact your local Chamber of Commerce. They will have events listed for the local community, and will allow you to network locally.

## DON'TS

## DO'S

- Do not create any marketing collateral to be printed or emailed by your store or your center/mall (including logo, product imagery, brand messaging, etc.). All collateral needs to come from the Home Office to maintain a branded experience!
- Do not create offers for store or regional use.
- Do not agree or sign any participation forms from the center/mall- forward them to your DM who will partner with their RSD/Home Office.
- Do not partner with other brands or services without approval from the Home Office.
- Do not change valid dates of already existing coupons.

## Remember...

- Don't just wait for people to walk in the door. Anything you sell in your store can be bought elsewhere. You must give HER a reason to come to YOUR store.
- Don't rely only on advertising! You must plan Outreach events to drive traffic to your store.
- Don't expect your merchandise to sell itself. Ensure your team is dressed brand appropriate, and can speak about our product and what outfits to create.
- Don't create marketing collateral! For Outreach opportunities, you must use our branded collateral. Collateral will be provided to you if you submitted your request within the designated time, and your event was approved.

# Outreach Event Checklist

This checklist will help you plan and organize the many important details to ensure a successful event! Remember, these are **guidelines**- be sure to customize your timeline to your specific event!

## 8 WEEKS OUT

- Submit your Outreach Event Request Form to your DSM, who will forward to [payitforman@formanmills.com](mailto:payitforman@formanmills.com). Upon approval from your RSD/DSM and Store Operations/Events Team, proceed with next steps.
- Contact your center/mall marketing manager or landlord to advise of your store's Outreach Event date and inquire about any complimentary marketing opportunities that are available. All events communication must be approved by the RSD/DSM and Store Operations prior to center/mall channels. Ensure the reach is targeted to your desired customer.

## 6 WEEKS OUT

- DSM contacts SSM at respective store to schedule an Outreach Event Kick-off meeting to review event timeline, roles and responsibilities with store leadership team. This could be in the form of a conference call or during a regularly scheduled store visit.
- SSM to contact local food/beverage businesses that may be willing to partner with your store and donate snacks/finger foods for customers. Ensure that it is brand appropriate and bite-size.

## 3-4 WEEKS OUT

- Distribute your Event Outreach collateral (flyers/and/or coupons) to your designated target customer.
- SSM creates schedule for event. Ensure to schedule and staff appropriately with your highest energy and most productive team members.

## 2 WEEKS OUT

- Conduct a meeting with your Store Leadership team for a final touch-base before the event to ensure all planning details are completed.
- SSM to confirm scheduling for event prep tasks and day of event possibilities.



## Outreach Event Checklist

### 1 WEEK OUT

- Associates should review current floorset, in-store marketing graphics., and fashion magazines to refresh on trends and wardrobing.
- Confirm vendor support and time of arrival for set up ( if applicable)

### 2-3 DAYS AHEAD

- SSM to meet with team to review final event details.

### DAY OF EVENT

- Arrive early to set-up/coordinate any last minute details.
- Be positive and get your team excited!
- Set up refreshments (if applicable) 15-20 minutes before the event is scheduled to begin.
- Ensure a “hostess” is near the door to welcome your guests and customers.

### END OF EVENT

- Clean up to ensure the store is in presentable condition to continue the day's business or the next day's business.

**A GOOD  
TIP?**

Remember to have fun and enjoy your event.

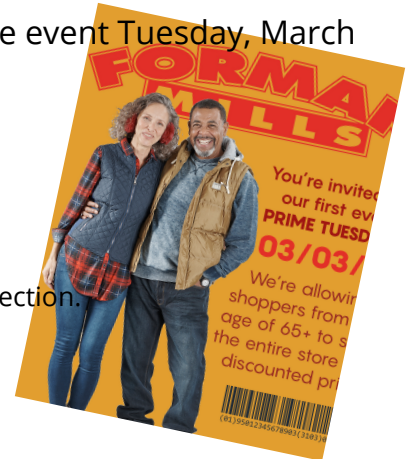
# Corporate Initiated Event

## Event Summary

- On Tuesday, March 32nd, 2078 from 11AM -- 3 PM all stores will be hosting a Style Makeover Event. You will serve as their assistant and stylist.
- They're invited to shop our new arrivals at a discounted price while enjoying refreshments.
- They can also sign up for the Forman Family text in order to learn about future events and savings.

## Marketing Collateral

- Stores will receive the following Marketing Collateral for the event Tuesday, March 32nd.
  - Event Handouts
  - Event Signage
  - Ballot Box Sign
  - Window Cling
- Stores should reference the Marketing Report for specific placement direction.



## Perks Membership Giveaway

- Direct customer to fill out the entry form at the bottom of the handout and deposit it into the store's ballot box during event.
- At the end of the event at 3 PM, YOU will select the winner! If they're not present at the time of the drawing notify them via telephone! It is important that everyone put their phone number on the entry form.
- Store Operations will create a survey for stores to input the winners personal information! All stores will need to complete the survey no later than Friday, March 35th at 11 AM EST
- RULES & REGULATIONS! A copy of the Rules & Regulations for the Perks Membership Giveaway are included with this document and should be kept at the cash wrap to show the winner upon request.







## Regional Event Kits

- Exciting News! We have created an Outreach Kit for events such as job fairs, conventions, expos, or other community events.
- Each kit contains a tabletop display. We will have our current Marketing book or insert, information regarding our charity initiatives, an email sign up card, and possibly a coupon (event specific). Giveaways may be available on a limited basis. Each kit will contain a branded tablecloth for a 6' table.
- Each kit will be sent to the store, or the event, depending on timing and request. The box the kit is shipped in must be retained to send it back when the event is over.
- It is the responsibility of the Store Leader or designated associate for keeping the kit and sending back in good condition!
- The Regional Outreach Kit must be returned to the Home Office within 3 days of your event, unless otherwise notified. You will be provided with shipping instructions.
- Regional Kit Requests Forms are located on the FormanMills.com> Information Footer > Outreach > Outreach Kit Request Form. The request form must be submitted to the payitforman@formanmills.com mailbox, 4 weeks prior to the event.
- You will receive a response within 3 days, to confirm or if it's unavailable.
- Within 1 week of the event, please submit the Kit Evaluation Form, attached to the request form.
- This will allow us to track the effectiveness of the kit, and make improvements. Please send to the payitforman@formanmills.com email address.

## Celebrating Your Work

- We now have a place to celebrate our events, and provide ideas and incentive for all!
- All Outreach documents will also be available on this site.
- Send in your event photos, ideas, customer feedback, gems and opportunities!

***A link will be available from the Portal, to connect to the Pay It Forman Outreach Connection!***

## SUPER TIP

**Take photos of your events to post, and ask participants what they enjoyed most about your event, so you can post your learnings on the Outreach Connection site!**