

Organizational and Promotional Timeline for Product Demonstration Day

One month in advance

- Set date and time.
- Order demo supplies from manufacturer.
- Schedule staff so as many as possible are there during the demo time period.

Three weeks in advance

- Create window posters.
- Create bag stuffers and flyers to promote the event. Include information on the topic, demonstrator and Prize drawings.
- Publicize on Facebook, Twitter, and your Web page.
- Place shelf talkers (bag stuffers) in the store, near product or cross over products.

Two weeks in advance

- Include bag stuffers in all purchase.
- Encourage staff to talk up the event.
- Set posters throughout the community, community centers, community colleges, high schools, art leagues, and art galleries – a great excuse to make contact with your key community contacts.

One week in advance

- Update information about demo on Facebook, Twitter, and your Web page
- Set up table in the store or in the display window with prizes to be given away at the event. Show the customer what they may win by attending.

One week after demonstration

- Assemble and gift wrap any free samples from the manufacturer.
- Call customers that attended the demo and tell they have received free samples from the manufacturer and ask them to come in and get them.