

Event Name:

Event Dates:

Event Details	
---------------	--

Vendor Reps	
-------------	--

Attire	
--------	--

Sales Goal	
------------	--

Appointment Goal	
------------------	--

Overview of Event	
-------------------	--

--	--

Pricing	
---------	--

--	--

--	--

--	--

Schedule of Promotion (Starts week of _____)	
--	--

Save the date E-Blast	
-----------------------	--

Follow-up E-Blast	
-------------------	--

Post Cards	
------------	--

Phone Calls	
-------------	--

Digital/SM	
------------	--

Website	
---------	--

Other	
-------	--

Event Recap

Associate Name/Position	Event Comments

Store Results

Store Traffic Count		Store Sales	
Layaways		Special Orders	

Store - Units Sold

Sold		Layaways	
Special Orders		TOTAL UNITS	

Store Results

Associate	Event Net Sales Total	# Confirmed Appointments	# Appointments Shown	# Appointments Sold	Average Sale	Non-Appointment Sales

Based upon the overall “results”, what would you do different next year to get a better outcome?