

DAY OF HOPE EVENT PLANNING GUIDE



AAM X Beau Institute

WONDERING HOW TO PREPARE FOR YOUR STUDIO EVENT? NEVER FEAR, THESE DETAILS WILL MAKE YOUR DAY AN AFFAIR TO REMEMBER...

BEFORE THE EVENT:

How will you communicate with the community about your event?

Identify your ideal guest list and how to find them. Include the event information on your website, Instagram and Facebook profiles. But will you also send out a press release? How about reaching out to local clubs or groups? Are there appropriate influencers with whom you may partner?

Who in the community will participate in your event with you?

The more, the merrier! Reach out to people in your community who may want to contribute donations to the event or even help as a volunteer. Collaboration is great for exposure as well as having support for a smooth event.

DAY OF EVENT:

What will the studio look like on the day of the event?

Imagine yourself as a guest who is stepping into your studio for the first time. Things that will help your festivities make a great impression may include color coordinated decorations, flowers, balloons, photo station, snack bar and/or other thematic elements. Will you have special guests or activities on the day of the event?

Who will be helping at your event?

Assign specific tasks for the day of the event to keep things organized. Decide who will be the overall event coordinator as well as who will help with tasks such as taking photos/video, refilling the snack station, answering questions, assisting clients, etc.

Will you be doing procedures on the day of the event?

If you will be performing PMU procedures at the event, make sure that the candidates are pre-qualified with medical clearance. You should also select candidates who have signed a photo release form and are willing to do interviews. Be sure to have a backup client available in case there is an emergency.



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AFTER THE EVENT:

How will you follow up with event participants?

Thank you notes are a great way to recognize clients, vendors, referring doctors, & volunteers. Not only does it show appreciation for their role in your event, but the notes also build relationships by reminding them of your studio, services and great personality.

How will you share the event with people who weren't able to attend?

Photos and videos of your event are the perfect content for social media. Stay connected with your followers by giving them an insider's view of your event and letting them get to know you as a person. Consider various methods of communication, such as Instagram stories, Facebook Posts, Email, and your favorite social communities. Don't forget to include keywords for location, service type and studio name!



STAY UP TO DATE WITH ALL THE LATEST AAM
EVENTS ON OUR WEBSITE:
WWW.MICROPIGMENTATION.ORG