

Guest Appearance Event Checklist

Introduction

This checklist is taken from an e-book that's being written by Melchior Thompson & Associates. You are welcome to share it with other retailers, so long as we receive proper credit as authors.

Melchior Thompson & Associates

170 West Poplar Avenue
San Mateo, CA 94402
650-579-3624 (V)
mel@comtrac.net

Sequence	Time in Advance	Date	Activity to Do
1	4-6 Months		Choose tentative event date
2	4-6 Months		Develop preliminary event budget
3	4-6 Months		Select and contact guest
4	3-4 Months		Set definite event date
5	3-4 Months		Inform staff of preliminary event details
6	3-4 Months		Determine all ad deadlines
7	3-4 Months		Send written agreement to guest
8	3-4 Months		Select complementary merchandise Contact merchandise supplier(s)
9	3-4 Months		Contact any charity beneficiary
10	3-4 Months		Submit any co-op approval requests
11	2 Months		Develop any necessary artwork
12	2 Months		Coordinate production of TV/radio ads
13	2 Months		Confirm guest travel plans/arrangements
14	2 Months		Confirm guest accommodations
15	2 Months		Produce feature & listings press materials
16	2 Months		Contact comics industry media for event
17	2 Months		Take designs for flyers, posters and handbills to printer
18	6 Weeks		Design print ads
19	6 Weeks		Submit all ads to media

Sequence	Time in Advance	Date	Activity to Do
20	6 Weeks		Submit all ads to media
21	6 Weeks		Contact charity/beneficiary PR department
22	6 Weeks		Develop initial plan for window display
23	6 Weeks		Plan final push for media coverage
24	6 Weeks		Mention event on store "hotline"
25	6 Weeks		Place posters for event throughout store
26	6 Weeks		Arrange for any required special equipment
27	5 Weeks		Make followup calls to media regarding press kits, etc.
28	5 Weeks		Confirm shipment of special merchandise
29	5 Weeks		Confirm shipment of "give-away" merchandise
30	5 Weeks		Hold staff organizational meeting
31	5 Weeks		Select "escort" for guest
32	5 Weeks		Pick up all printed promotional materials
33	4 Weeks		Begin distributing flyers with every purchase
34	4 Weeks		Have staff begin heavy "word of mouth" PR campaign
35	4 Weeks		Develop final plan for store window display
36	4 Weeks		Final push for feature media coverage
37	4 Weeks		Continue to mention event on store "hotline"
38	4 Weeks		Place new posters throughout store, replacing initial promotional posters
39	4 Weeks		Finalize any required special equipment
40	3 Weeks		Do events listing PR for local media
41	3 Weeks		Finalize staffing schedule for event
42	3 Weeks		Review security arrangements
43	3 Weeks		Develop Day-of-Event Task Checklist
44	2 Weeks		First print ad(s) should appear
45	2 Weeks		Confirm events listing with media
46	2 Weeks		Begin outside postering and handbill campaign
47	2 Weeks		Put article about event on company website

Sequence	Time in Advance	Date	Activity to Do
48	2 Weeks		Put up store window display
49	2 Weeks		Replace in-store posters as needed
50	2 Weeks		Staff increases tempo of word-of-mouth campaign
51	2 Weeks		Call guest/guest's agent to confirm all arrangements
52	1 Week		Arrange for professional event photographer
53	1 Week		Prepare e-mail list from Point-of-Sale records and send to specific customers; prepare and send generic e-mail to all other customers
54	1 Week		Submit any additional print ads that will appear
55	1 Day		Begin special store cleaning and arranging
56	1 Day		Gather all "day of event" supplies
57	1 Day		Final print ads appear
58	1 Day		Final TV/Radio ads appear
59	1 Day		Final staff meeting
60	1 Day		Final store/cleanup decoration
61	1 Day		Confirm date of appearance on telephone "hotline"
62	1 Day		Confirm guests arrival in town
63	The Day		All staffers are well-dressed and groomed
64	The Day		Final radio ad(s) run
65	The Day		Activity listing mention(s) appear
66	The Day		Early morning contact: TV assignment editors
67	The Day		Early morning contact: Newspaper editors
68	The Day		Go over day-of-event checklist
69	The Day		Final final decoration/arrangement of store
70	The Day		Stock food and drink for guest
71	The Day		Contact, pick up guest
72	The Day		Have guest sign extra books for future sales
73	The Day		Thank guest and staff with meal after event
74	The Day		<i>Have a Successful Event!</i>