

2017: National Scrapbook Day

WHAT IS NSD?

- Creative Memories first began the tradition of National Scrapbook Day (NSD) over 20 years ago for scrapbookers to come together for a day of photo celebration and album creation!
- NSD is usually a one-day event with extended cropping hours.
- NSD is one of the two largest events of the year and heavily supported with product and training material from Home Office.

YOUR SUCCESS GUIDE FOR A DAY TO REMEMBER!

This guide offers you a stack of tips to plan and have the best event ever! You can follow the complete guide or cherry-pick which advice suits your event.

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EVENT QUICK CHECKLIST

- Set the date & venue
- Set your event theme
- Set the registration fee
- Create & send your invitations
- Confirm attendance
- Collect pre-orders
- Order product for your event
- Create registration list
- Create your event agenda
- Plan your product display
- Plan your table settings
- Set your event goals
- Pack for your event

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CHOOSING A DATE

The official NSD date is the first Saturday in May. This year, it is Saturday 6th May, 2017.

You could choose any date during May.

Weekends are the most popular to hold NSD events as more people are able to attend.

OUR TOP TIP: The further in advance you decide a date and venue the better your attendance will be. Customers like to plan ahead and prepay knowing you are planning and preparing for their big day out.

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CHOOSING A VENUE

NEW ADVISORS: You might consider working with your Upline. If you don't have an Upline, you might like to work with another Advisor who is running an event nearby. Check the locator for Advisors in your area.

START SMALL: You might hold your NSD in your home.

BIGGER EVENT: Start with a list of customers you know will want to attend your event. With this estimated number of customers, you can determine the venue size you'll need to seek.

UPLINE ADVISORS: Consider pooling the resources of your team members to run a larger event together.

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SETTING YOUR REGISTRATION FEE

Add all your event costs together and divide by the number of guests you anticipate:

$$\begin{array}{l} \text{Venue} \\ \text{Hire} \end{array} + \begin{array}{l} \text{Catering} \\ \text{(incl. drinks \&} \\ \text{snacks)} \end{array} + \begin{array}{l} \text{NSD} \\ \text{Kits} \end{array} + \begin{array}{l} \text{Gifts \&} \\ \text{Prizes} \end{array} = \text{Total}$$

$$\begin{array}{l} \text{Total} / \text{Number of guests} = \\ \text{Registration fee per person} \end{array}$$

OUR TOP TIP: Your time is valuable too! We recommend you add a cost for your time for organizing and running the event.

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SETTING YOUR REGISTRATION FEE - TIPS

CATERING: You may wish to cater your own food to keep costs lower. Eg. Lunch is \$7.50 each with coffee/tea included. Plus \$2.50 each for snacks/chocolate at each place setting = \$10 per person for food.

NSD PROJECT RECIPE KITS: One per customer, includes all materials to complete four double-page layouts. *Remember it is commissionable product at your Account Balance level.*

THANK YOU GIFTS: Recommended budget of \$3 - \$4 per guest to add to the place setting with the NSD Project Recipe Kit. Log into the website and check the Thank You Gifts section for the latest gifts.

PRIZES: Recommended budget approx. \$3 - \$4 per person for prizes.

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CREATE YOUR INVITATION

DOWNLOAD: the NSD Postcard available on the NSD support page in Advisor Back Office

PRINT: invitations as photos or on 4x6 cards

- Print one for each of your current customers
- Print extras to share with new people and for customers to share with friends

SAVE: your invitation as a JPG image

- Share it via email
- Post the invite in your social media channels
- Encourage friends to share the invitation in their social media channels



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INVITING GUESTS – TIPS

SET: a final RSVP date.

CREATE URGENCY: Set an early-bird registration deadline and offer a discount on their registration fee or a small gift (ie. special border or excess product) delivered at the event.

PAYMENT REQUIRED: Let everyone know they must pay their registration fee to secure their seat and NSD Project Recipe Kit.

If you have a FB customer group, share and encourage conversation about who has registered and who wants to register.

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INVITING GUESTS - TIPS

CREATE: a list of people to contact and work down the list and connect with old customers you haven't seen in a while

SEND OR HANDOUT: printed invites as postcards with a personalised note on the back for your current customers

A FACEBOOK EVENT: is a great option to promote and collect RSVPs for your event

EMAIL: Send the invitation via email to customers with a link to register for your NSD event.

OUR TOP TIP: Often guests will need to be invited in 3 different ways before they register.

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PREORDERS

OUR TOP TIP: Collecting orders before your event helps your customers get the products they need to work on their projects, and helps you grow your Account Balance for higher earnings.

SET: a pre-order deadline to allow for product to arrive prior to NSD

DOWNLOAD: the NSD Project Recipe Kit coordinating products list available on the NSD support page in Advisor Back Office

ASK QUESTIONS: Your customers will appreciate your attention to their projects and be happy for your recommendations on the products they'll need.

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CONFIRMING REGISTRATION

OUR TOP TIP: Follow up each registration with a customer care call. Choose the questions you'll ask each customer to help them be prepared for NSD.

PHONE: "Hi, thanks so much for registering for NSD, we're going to have so much fun! I'll be offering free shipping for any pre-orders made by (insert date) so you can have all your new goodies to play with at the event!"

SUGGESTED QUESTIONS:

- Tell me about the projects you want to complete at NSD?
- I'd love help you prepare your photos, when could I visit you?
- I just got my new order, would you like to see the newest products?
- Let's meet for coffee and check out the new catalog together.
- Are you in need of some basic supplies before the event?

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CONFIRM ATTENDANCE - LETTER

DOWNLOAD: our suggested attendance confirmation letter available on the NSD support page in Advisor Back Office

- Add your name
- Add the customer's name
- Update the pre-order and event dates
- Choose your country catalog link and delete the others

SEND: Every week, send an attendance confirmation letter to any customers who've registered during the week.

FOLLOW UP: Make a quick call to check they received and read the letter, answer any questions. Remind them of the pre-order deadline date.

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PRODUCT AT YOUR EVENT

NSD PROJECT RECIPE KIT:

- 1 per guest to create 4 layouts
- Include the Kit cost in the registration fee or offer to customers for pre-order for delivery at the event
- Make it exclusive - at your event only!!!

PRODUCT TO SELL:

- Basics such as Tape Runner Refills and White Pages are always great to have on hand
- Download the NSD Project Recipe Kit coordinating products list available on the NSD support page in Advisor Back Office, aim to have some of these products on hand to support customers project creation

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PRIZE & RAFFLE SUGGESTIONS

OFFER TICKETS FOR:

- 1 ticket for attendance
- 1 ticket for early registration
- 1 ticket for each double-page layout completed
- 1 ticket for booking a Project Recipe event in your home
- Double tickets once they complete the four NSD Project Recipe layouts = 8 tickets
- 1 ticket for every \$___ ordered today
- Participate in the paper buffet for an extra ticket

CREATE: a bingo or tic-tac-toe-sheet for your ticket earning activities

HOLD: your prize draw toward the end of your event

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YOUR PRODUCT DISPLAY

ORDER: two NSD Project Recipe Kits on 7th March to create project samples in basic and enhanced versions for your display.

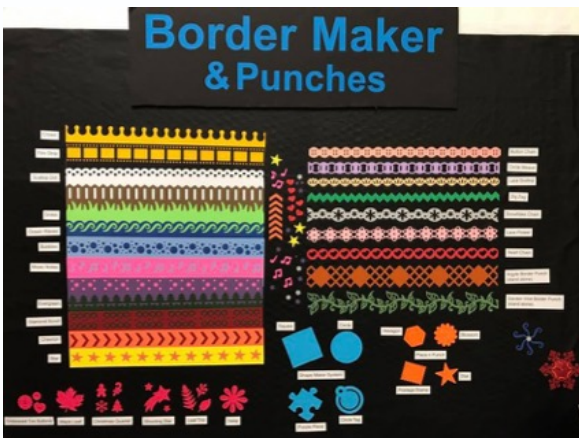
PRODUCT DISPLAY: The old adage is true, you sell what you show.

- Start with what you can afford, such as a page layout display featuring our newest products
- Open and display products from the newest large collection
- If you can afford a larger display, cover the big 4 themes of baby, wedding, travel and school

BORDER MAKER STATION: Display the Border Maker System and Border Maker Cartridges with border samples on a poster.

TOOLS TABLE: Customers love using punches and trimmers, it'll inspire them to purchase their own!

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TABLE SETTINGS

Make sure your guests each have plenty of scrapping space!

SUGGESTED TABLE SETTING PER GUEST:

- May What's New Flyer
- May customer offer flyers
- Order Form
- Upcoming workshop calendar
- NSD Project Recipe Kit
- Thank you gift
- Name tag

EXTRAS:

- A scrap bin per table is handy
- Bottled water



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NSD DIGITAL PAPER IDEAS

- Create your own event invites
- Make name tags or place cards for each guest
- Create custom water bottle wraps, treat tags and signage
- Make thank you cards to follow up after your event
- Create generic shapes (squares, rectangles, circles, tags) that can be printed on photo paper and provide to customers as a gift to use to embellish and layer with stickers
- Create journaling boxes to print on photo paper as a gift



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SET YOUR GOALS

DOWNLOAD: Our the Event Goal Sheet from the NSD support page in Advisor Back Office.

- Fill in your goals and results after the event

OUR TOP TIPS:

- Encourage pre-orders
- Encourage bookings into future events
- Set expectations of \$65 per person in sales at event
- Aim for five new customers at NSD event
- Aim to recruit at least one new Advisor at NSD event

REMEMBER to have fun!

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PACKING CHECKLIST

- 12-inch Trimmer
- Tape Runner
- CCS Mat and Blades
- Border Maker System and Punches
- Displays including albums and border ideas
- Project Recipe samples
- Advisor Plan information for display
- Stock to sell
- Order Forms
- Catalogs
- NSD registration list
- Future workshops booking sheet
- Cash to make change
- Tablecloths
- Prizes
- Table setting supplies