

Crotoberfest: A FESTIVAL OF FUN

WHAT IS CROPTOBERFEST?

- Crotoberfest began over 20 years ago for scrapbookers to come together for a day of photo celebration and album creation!
- Crotoberfest is usually a one-day event with extended cropping hours.
- Many Advisors hold more than one Crotoberfest event during the months of September and October.
- Crotoberfest is one of the two biggest event periods of the year (the other being National Scrapbook Day events in April and May). Both are strongly supported with product and training material from Home Office.

YOUR SUCCESS GUIDE FOR A FESTIVAL OF FUN!

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. As an Advisor, decide what you want out of Crotoberfest to feel successful and help your customers enjoy an amazing memory keeping event with you!



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EVENT QUICK CHECKLIST

- Get familiar with the Crotoberfest product
- Set the date and venue
- Set your event theme ([hint: Crotoberfest: A Festival of Fun](#))
- Set the registration fee
- Create and send your invitations
- Confirm attendance ([use our supplied confirmation letter](#))
- Collect pre-orders
- Order product for your event
- Create registration list
- Create your event schedule ([sample agenda provided](#))
- Plan your product displays ([download and print our printables](#))
- Plan your table settings and giveaways
- Set your event goals ([use our supplied word document](#))
- Pack for your event

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PROJECT RECIPE™ KIT

The Crotoberfest Project Recipe™ Kit is **EXCLUSIVE** to make attending your event very special.

VALUE & TIME SAVING: The Kit is complete with Paper, Stickers, Cardstock and instructions, all in a resealable bag. Simply order and hand out one Kit per customer to save time on kitting your workshop projects!

PROFIT EARNING: Customers may purchase the Crotoberfest Project Recipe™ Kit from you, their Advisor, by either:

- Including the cost in their registration fee
- Promoting the Kit for pre-order and delivery at your event

OUR TOP TIP: Stay tuned for the release of our video guides covering how to cut and create each Project Recipe™. You'll learn how to talk about and present a Project Recipe™ at your event.



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Crotoberfest Project Recipe™ Kit

Advisor Price: \$12.50

Creates two beautiful two-page spreads.

Includes:

- 6 sheets exclusive Designer Paper
- 2 sheets of exclusive Solid Cardstock
- 1 exclusive Sticker Sheet
- Project Recipe™ instructions



Note: Order all of the Crotoberfest products from the Advisor Exclusives area of the website (log in first for that catalog section to appear).

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Crotoberfest Project Recipe™ Kit: Creates Two 2-Page Spreads



without photos

1



with photos

2

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Crotoberfest Project Recipe™ Kit

WHY Project Recipes™?

- ONLY Advisors can purchase the Project Recipe™ Kit – it's exclusive and customer WILL want it.
- Give your attendees a guidelines to create layouts stress-free!
- Everyone walks away from your event with **2 completed 2-page spreads**
- You have a HUGE opportunity to upsell – check out our Enhancements PDF for suggestions
- Everyone at your event will work on the same project together – that means people will start to chat, help and meet one another, creating an unforgettable day!
- It's EASY! Take the stress off yourself! We're making it easy for you to create a seamless event. Think of the Project Recipe™ Kit like an event in a box, it's ready to go – no prep needed!
- We've included the instructions! Have an attendee who is independent and wants to do things on their own? They can start and work on their Project Recipe™ at their own pace. We've included instructions in EVERY kit.



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Additional ADVISOR EXCLUSIVE Crotoberfest Products

Solid Cardstock (10/pk): \$10

5 Limited-time-only colors coordinate with the Project Recipe™ Kit and fall products. *Cardstock colors are different than the Cardstock colors included in the Project Recipe™ Kit.*

Includes:

- 10 sheets exclusive 12x12 Solid Cardstock
- 5 colors - 2 sheets of each color

Perfect Upsell for Event Attendees: Sell as a pack or individual sheets during your Paper Buffet™. Or, sell during your event – it matches perfectly with the Kit!



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Additional ADVISOR EXCLUSIVE Crotoberfest Products

Single Sticker Sheet (6/pk): \$6.00

UNIQUE: Sticker design is different than the Sticker Sheet included in the Project Recipe™ Kit.

Includes:

- 1 exclusive Sticker Sheet design
- 6 sheets per pack

Can be used as:

- Gift for pre-orders
- Gift for spending the day
- Gift for bringing a friend



**1 Design x
6 Sticker
Sheets**



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More New Product Coming: September 5 @ 3pm CT

All of the Crotoberfest products will coordinate beautifully with the new fall products, also launching on September 5th.

In sync with the latest design trends, think embroidery, romantic florals, timeless clocks, rich colors and flying birds.

You'll want to plan to order the new products with your Crotoberfest order as soon as they are available so you can display and have them for sale at your event.



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CHOOSING A DATE

The official Crotoberfest Festival starts in September and runs through October.

You can choose any date during September or October. If in September, allow time for the products to get to you. They will be available September 5.

Weekends are the most popular time to hold Crotoberfest events, as more people are able to attend.

OUR TOP TIP: The further in advance you decide on a date and venue, the better your attendance will be. Customers like to plan ahead and prepay knowing you are planning and preparing for a 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: you can check the Find An Advisor Near Me locator on the website to connect with other Advisors in your area.

START SMALL: You might hold your Crotoberfest 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:

$$\begin{array}{ccccccc} \text{Venue Hire} & + & \text{Food/Catering} & + & \text{Project} & + & \text{Gifts \& Prizes} & = & \text{Total} \\ & & \text{(include drinks \& snacks)} & & \text{Recipe}^{\text{TM}} & & & & \\ & & & & \text{Kits} & & & & \end{array}$$

Total / Number of guests =

Registration fee per person

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. E.g., Lunch is \$7.50 each with coffee/tea included. Add \$2.50 each for snacks/chocolate at each place setting = \$10 per person for food.

CROPTOBERFEST PROJECT RECIPE™ KITS: One per customer; includes all materials to complete two double-page layouts. *Remember, all Advisor Exclusives are commissionable product you earn profit on.*

ADVISOR EXCLUSIVES: Recommended budget of \$3-\$4 per guest to add to the place setting with the Crotoberfest Project Recipe™ Kit. Log in to the website and select the Crotoberfest Single Sticker Sheet (6/pk), Solid Cardstock (10/pk) and other gifts.

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



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CREATE YOUR INVITATION

DOWNLOAD: The Crotoberfest Postcard available on the Crotoberfest 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 JPEG image.

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



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INVITING GUESTS – TIPS

SET: A final RSVP date.

CREATE URGENCY: Set an early-bird registration deadline.

- Offer a discount on their registration fee or a small gift (e.g., 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 Crotoberfest 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.

- Connect with old customers you haven't seen in awhile.

SEND OR HAND OUT: Printed invites as postcards with a personalized note on the back for your current customers.

FACEBOOK EVENTS: Are 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 Crotoberfest event.

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



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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 Crotoberfest.

PHONE: "Hi, thanks so much for registering for Crotoberfest. 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:

- What projects do you want to complete at Crotoberfest?
- 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?
- Would you like to 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 Crotoberfest 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 ensure they received and read the letter, and answer any questions. Remind them of the pre-order deadline date.

WEEK OF EVENT: Send reminders and let everyone know (via email, text messages and customer Facebook Groups) how excited you are to see them. Remind them to print and bring photos and supplies.



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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 your Crotoberfest event.

DOWNLOAD: The Crotoberfest Project Recipe™ Kit coordinating products list available on the Crotoberfest landing page.

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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PRODUCT AT YOUR EVENT

CROPTOBERFEST PROJECT RECIPE™ KIT:

- 1 per guest to create 2 layouts.
- Include the Project Recipe™ Kit cost in the registration fee or offer to pre-order for customers 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 Crotoberfest Project Recipe™ Kit Enhancements PDF available on the Crotoberfest support page in Advisor Back Office, and aim to have some of these products on hand to support customers' project creation.



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COORDINATING PRODUCTS TO UPSELL AT YOUR EVENT

DOWNLOAD: the Croptoberfest Enhancements PDF to know exactly what products you should upsell with the Croptoberfest Project Recipe™ Kit.

UPSELLS:

- Scallop Border Punch
- Border Maker System
 - Sprout Chain BMC
 - Lace Scallop BMC
 - Scallop Dot BMC
 - Button Chain BMC
- Foam Squares
- 12" Decorative Trimmer
- Repositionable Tape Runner Refill
- Brown Dual-Tip Pen



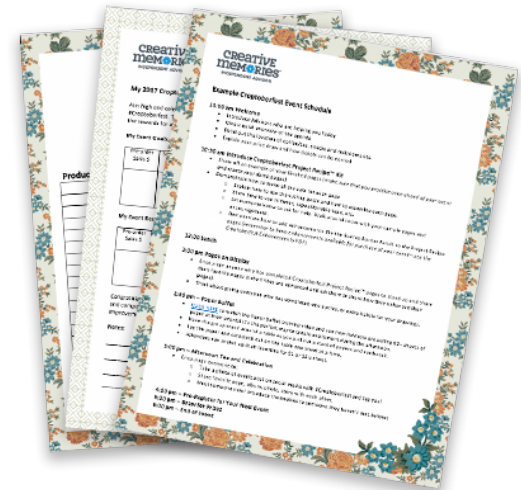
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CREATE YOUR EVENT SCHEDULE

DOWNLOAD: our sample event schedule if your looking for ideas on how to plan your event.

INCLUDE:

- Welcome
- Time to create the Croptoberfest Project Recipe™ Kit
- Time to share completed pages
- Time for lunch
- Cropping time
- Host a Paper Buffet™
- Afternoon tea and mingling
- Draw for raffle prizes
- Chat about customer product wish lists and pre-register for your next event!



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EVENT IDEAS: HOST A PAPER BUFFET™

A Paper Buffet is like playing a game with your Paper Packs. Advisors are selling 100+ sheets of paper – new and old – (\$1 per sheet) at their events by hosting a Paper Buffet.™

How does it work?

- Participants pre-pay \$10 which allows them to pick 10 sheets from the table once the buffet begins.
- Participants will gather around a table and you will introduce the first Paper Pack that you are going to open.
- You will open one pack at a time and present each sheet individually, showing both sides.
- When they see a sheet that they like, the participant will say "mine" or just grab it!
- Each participant will get to choose from a variety of Paper Packs - both new and old!
- After the Paper Buffet™ is over, challenge your guests to create a Project Recipe™ using the paper they just purchased!

DOWNLOAD the Paper Buffet Training PDF from the Advisor Back Office.



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EVENT IDEAS: PRIZE & RAFFLE SUGGESTIONS

OFFER RAFFLE 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 both Crotoberfest Project Recipe™ layouts = 4 tickets
- 1 ticket for every \$___ ordered today
- Participate in the Paper Buffet™ for an extra ticket
- Reward a customer for bringing a friend

HOLD: your prize draw toward the end of your event.



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IDEAS: SCAVENGER HUNT

Give each attendee a Creative Memories catalog as well as the questions on the Scavenger Hunt worksheet (HINT: download).

- Offer random prizes for those that complete the handout.
- Offer during first hour. This encourages customers to be on time!
- Take our worksheet and add your own questions – customize your scavenger hunt to your event. Make it interactive between your customers!



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EVENT IDEAS: CM FUN MONEY

Are you planning to give away prizes at your event? We have \$1, \$2 and \$5 CM bills that you can use at your events (Download from the Advisor Back Office). Then, customers can redeem their CM fun money for prizes or product at the end of your event or pre-registration for your next event – you choose!

Ways that customers could earn CM Fun Money at your event:

- Bring a friend
- Host a party or holiday open house
- Early registration for Croptoberfest
- Complete the Scavenger Hunt
- Complete their Project Recipe™ layouts

Ways that customers could use CM Fun Money at your event:

- Pre-registration for future events
- Redeem to enter the Paper Buffet™
- Purchase discounted or old product
- Redeem for giveaways or prizes



NOTE: CM Fun Money is not redeemable at CreativeMemories.com. You will have to provide your customers with a way to use their CM Fun Money *at your event*.



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PREP: YOUR PRODUCT DISPLAY

ORDER: Two Crotoberfest Project Recipe™ Kits on September 5 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: Make sure your tools are sharp! Have the most current tools so that customers can see them. You will inspire them to purchase their own!



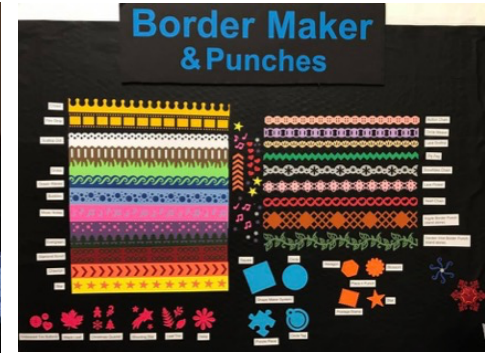
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CROPTOBERFEST PRINTABLES

- **DOWNLOAD:** All printables are available for download from the Advisor Back Office – click on the “Crotoberfest” button at the top of the Marketing Tools page.
 - Welcome Sign
 - Welcome Tags
 - Crotoberfest Banner
 - Bag Toppers
 - Cupcake Picks
 - Email Header
 - Invitation
 - Name Tags
 - Table Signs
 - Water Bottle Wraps
 - Thank You Note
 - Thank You Tags



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TABLE SETTINGS

Make sure your guests each have plenty of scrapping space!

SUGGESTED TABLE SETTING PER GUEST:

- Agenda
- September/October What's New Flyer
- September/October customer offer flyers
- Catalog, Wish List
- Order Form
- Upcoming workshop calendar
- Croptoberfest Project Recipe™ Kit
- Thank you gift
- Name tag

EXTRAS:

- A scrap bin per table is handy
- Bottled water



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SET YOUR GOALS

DOWNLOAD: The Event Goal Sheet from the Croptoberfest support page in Advisor Back Office. *Fill in your goals and results after the event.*

OUR TOP TIPS:

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

REMEMBER to have fun!



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PACKING CHECKLIST

- 12-inch Trimmer
- Tape Runner
- Custom Cutting System Mat and Blades
- Border Maker System with Cartridges and Punches
- Displays, including albums and border ideas
- Project Recipe™ samples
- Advisor-opportunity information for display
- Stock to sell, customer pre-orders
- Order Forms, Catalogs, Wish Lists
- Music - discuss options and decide on customer preferences
- Crotoberfest registration list
- Future workshops booking sheet
- Cash to make change
- Tablecloths, easels
- Prizes, tickets, bags for tickets
- Table setting supplies, scissors, tape, trash bins