



YOUR EVENT SUCCESS GUIDE!

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 the tips that suit your goals and help your customers enjoy an amazing memory keeping event with you!

HOW TO USE THIS GUIDE:

- Use the Event Planning Checklist, noting dates to complete tasks in your diary/calendar.
- Work through each page of this guide, filling in the planning questions as you go.
- Use the other flyers, templates and printable resources available to you on the Cromptoberfest Advisor page (find link in the Advisor Back Office).

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PLAN YOUR DATE

You may choose to host one event or several events during September and October.

Cromptoberfest event suggestions: 10-hour crop, 12-hour crop, two-day crop (guests attend one or two days), weekend retreat.

My event type: _____

My event duration: _____

My event date(s): _____

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EVENT-PLANNING CHECKLIST:

6 weeks ahead:

- Set the date and venue
- Get familiar with the Croptoberfest product
- Set the registration fee
- Set your event theme
- Write your guest list
- Create and send your invitations

3-4 weeks ahead:

- Collect pre-orders
- Order product for your event
- Confirm attendance
(confirmation letter provided)

2 weeks ahead:

- Create your event schedule
- Set your event goals (goal sheet provided)

1 week ahead:

- Create registration list
- Determine your product display (printables provided)
- Plan your table settings and giveaways

The week of:

- Pack for your event – two days
- Follow up with venue, make sure all is as agreed

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RESOURCES TO USE:

The following resources are available to download for FREE on the Event page here:

US: love.creativememories.com/cromptoberfest-2018-advisor-guide-us/

CA: love.creativememories.com/cromptoberfest-2018-advisor-guide-ca/

AU: love.creativememories.com/cromptoberfest-2018-advisor-guide-au/

- Printable materials, including invitation templates and more
- Confirmation Letter template
- Sample Agenda template
- Event Goal Sheet

Other resources available in the Advisor Back Office or Advisor Exclusives section:

- Current Catalogs
- Customer Order Forms

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CHOOSING A VENUE:

Estimated number of event guests: _____

- | | | |
|--|--|---|
| <input type="checkbox"/> Tables and chairs | <input type="checkbox"/> Heating/cooling | <input type="checkbox"/> Accommodations |
| <input type="checkbox"/> Catering or kitchen | <input type="checkbox"/> Parking | <input type="checkbox"/> Parking |

SMALL EVENT 2-10 GUESTS	MEDIUM EVENT 11-25 GUESTS	LARGE EVENT 26+ GUESTS
<p>Consider your home as a free option for a small event.</p> <p>Consider library meeting rooms or other small local meeting spaces for hire.</p> <p>To consider: team up with other local Advisors to hire a medium venue together.</p>	<p>If you or your kids are involved with church, sports or other clubs, is there opportunity to hire/use a meeting room or hall associated with that group?</p> <p>To consider: team up with other local Advisors to hire a large venue together.</p>	<p>If your budget allows, some larger venues will set up your tables and have catering.</p> <p>For a no-frills approach, a community hall or gymnasium could be suitable.</p> <p>Will you need help setting up? Invite your team members to bring their customers.</p>

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SET REGISTRATION FEE

$$\begin{array}{ccccccc} \$ \underline{\hspace{2cm}} & + & \$ \underline{\hspace{2cm}} & + & \$ \underline{\hspace{2cm}} & + & \$ \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\ \text{Venue Hire} & & \text{Food/Catering} & & \text{Project} & & \text{Gifts/Prizes} & & \text{Total} \\ & & & & \text{Recipe}^{\text{TM}} \text{ Kits} & & & & \end{array}$$

$$\begin{array}{c} \$ \underline{\hspace{2cm}} / \# \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}} \\ \text{Total} / \text{Number of guests} = \text{Registration fee per person} \end{array}$$

Your time is valuable too! We recommend you add a cost for your time for planning and running the event.

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SET REGISTRATION FEE

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.

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

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

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Project Recipe™ Kit

Includes: Project Recipe™, 1 sticker sheet, 6 paper sheets

Kits to purchase: _____

Product Tips:

- Include the cost of the Kit in your event registration fee or have customers pre-order the Kit for delivery at the event.
- Project Recipe™ Kits save you time/energy/effort. Simply purchase the kits and hand them out on the day.
- Complete your own Project Recipe™ Kit before your event, for display and so you can instruct/help guests complete theirs.

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Cromptoberfest Cardstock (10/pk)

Includes: Medium Blue (NEW), Rich Brown (NEW), Dark Green, Orange, Navy

Packs to purchase: _____

Product Tips:

- This cardstock pairs well with Cromptoberfest AND all of the September collections.
- Sell packs of this cardstock exclusively at your event OR
- Provide one sheet per guest as an attendance gift.

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Sticker Gift Packs (6/pk)

Includes: 6 copies of the same sticker sheet

Packs to purchase: _____

Product Tips:

- Ideal as customer gifts for early registration, pre-orders, bringing a friend, ordering \$80 or more at your event, booking into a future event.
- Create your own ideas sheet featuring these stickers as an extra bonus for customers who do more than one of the above.

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CHOOSE YOUR EVENT THEME



Tips:

- Choosing an event theme is completely optional, if you do choose a theme it can be as creative or as simple as you wish.
- While your theme can make events more memorable and fun for your guests, it's not the most important element of your event. If you don't have the budget or the time to theme your event, that's okay.
- Balance your planning activities to ensure success. Your main focus will be inviting guests and collecting pre-orders, delivering the Project Recipe™ and post-event customer care.

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WRITE YOUR GUEST LIST

Invite customers and friends to your event! As a rule of thumb, approximately 1/3 of the people you invite will attend your event.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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CREATE & SEND YOUR INVITES:

Use the supplied printable invite postcard.
Set the early-bird RSVP date: _____
Offer a discount or a small gift to create urgency
Set the final RSVP date: _____

Tips:

- Print invites as photos or on 4x6 cards
 - One each for current customers
 - Extras to share with new people and for customers to share with friends
- Use the Email Banner provided to promote your event in your own customer email newsletters
- Offer an early-bird special to register four weeks prior to event (helps you with planning)
- Offer a pre-order gift or free shipping if pre-orders are received four weeks prior to the event



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PROMOTE YOUR EVENT!

Share your event with your existing customer base, friends and family. You'll also want to share it beyond your current network.

- Share your invitation on social media channels: Facebook, Instagram, Twitter, Snapchat, etc.
- Encourage friends to share the invitation on their social media channels
- Seek out relevant Facebook Groups to share your event details: Mothers' Groups, Photo Groups, History Groups and more
- Create a Facebook Event to promote and collect RSVPs
- Place an event poster on your workplace lunch room noticeboard, ask family and friends to put up a poster in their workplace
- Offer a gift to current customers who bring a friend

5 WAYS I'LL PROMOTE MY EVENT:

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CONFIRM REGISTRATIONS

Follow up each registration with a customer-care call with an aim to collect pre-orders. 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 your pre-order deadline date: _____

Tips:

- Download the Project Recipe™ Kit Enhancements PDF to talk through the coordinating products that complement the Project Recipe.
- Suggest an offer to encourage pre-orders by your deadline date; free shipping or an extra customer gift (ie. Sticker Sheet).

Questions to ask:

- What projects do you want to complete at the event?
- 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 and check out the new Catalog?
- Are you in need of some basic supplies before the event?

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PRODUCT AT YOUR EVENT

To increase your event profitability, you'll want to have some basic supplies on hand to support your guests project creation at your event. Consider some of these basics and write a list of the products you'll order to sell at your event.

SUGGESTED PRODUCT TO SELL:

- Tape Runner Refills (all types)
- Precision Point Adhesive Pen
- Foam Squares
- White Refill Pages
- Replacement Trimmer Blades
- Download the Project Recipe™ Kit Enhancements PDF and aim to have some of these products on hand to support customers' project creation.

PRODUCT I'LL SELL AT MY EVENT:

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Croptoberfest

2018



The old adage is true; you sell what you show. In addition to the basic supplies to sell at your event, a page layout/ideas using the newest products could inspire customers to place a new order with you for delivery at your next event.

PRODUCT DISPLAY:

- Create the Project Recipe™ Kit layouts to include in your display.
- 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 four themes of baby, wedding, travel and school.
- Display the Border Maker System and Border Maker Cartridges with border samples on a poster.
- Have a tools station for customers to try out your most current tools and be inspired to buy their own.

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PRODUCT AT YOUR EVENT

A few weeks before your event, send an attendance confirmation letter to any customers who've registered. You can send your letter via email or regular mail.

Use the sample Attendance Confirmation Letter provided.

- Add your name.
- Add the customer's name.
- Update the pre-order and event dates.

Make a quick follow-up call to anyone who hasn't placed a pre-order to ensure they received and read the letter, answer any questions and remind them there's still time to place an order.

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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CREATE YOUR EVENT SCHEDULE

Whether you are holding your first Cromptoberfest at home or are part of a large event at a venue, we've created an example schedule to help you create a fun and memorable Cromptoberfest!

Download the Example Cromptoberfest Event Schedule provided.

- Adjust the activities to suit your event
- Add the times that you'll offer each activity
- Print your Event Schedule and distribute it to any helpers and event co-hosts
- If you choose to, distribute your Event Schedule to guests also

AT YOUR EVENT: Remember to take your own photos of guests at the event. Share some pictures on the Advisor Facebook Group. You can also share pictures in your own private Facebook Group for your customers and with the guests who attended.

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TABLE SETTINGS

Make sure your guests each have plenty of scrapping space!

SUGGESTED TABLE SETTING PER GUEST:

- Agenda
- Current What's New Flyer
- Current customer offer flyers
- Catalog, Wish List
- Order Form
- Upcoming workshop calendar
- Project Recipe™ Kit
- Registration/attendance gift
- Name tag

EXTRAS:

- A scrap bin per table is handy
- Bottled water
- Mints, gum, etc.

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YOUR EVENT GOALS

Download the Event Goal Sheet from the Croptoberfest Event page.
Fill in your goals before your event and results after the event.

Tips:

- Encourage pre-orders and bookings for future events.
- Set expectations of \$80 per person in sales at event.
- Small events: aim for two new customers at your event.
- Medium events: aim for four new customers at your event.
- Large events: aim for six new customers at your event.
- Aim to welcome at least one new Advisor to your team at your event.

Making your event more profitable:

- You have a HUGE opportunity to upsell – check out our Enhancements PDF for suggestions
- Consider a Paper Buffet™.
- Share all current customer offers at your event.
- Create your own offer or provide the Sticker Sheet customer gift to reward large orders, bringing a friend or joining your team.

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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™.

- Participants pre-pay \$10 to choose 10 sheets once the buffet begins.
- Participants 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 IDEA: SCRAP-TAC-TOE ACTIVITY

Use the scrap-tac-toe printable for a fun game at your Croptoberfest Event. Similar to tic-tac-toe, customers place an X on the squares they complete.

Customers will love filling in the squares to receive extra tickets in your prize draw on the day.

Use our suggestions or create your own activities for the tic-tac-toe squares!

Tip: We recommend displaying the latest New Advisor free gift for joining at your event (available one/Advisor to purchase) with the latest Join offer flyer. You never know who may be inspired to join your team!



SCRAP-TAC-TOE

How to Play:

- Place an "X" on a square when you complete the task or fill-in the blank
- Receive one raffle ticket for every "X" on your Game Card
- Complete ANY TWO ROWS OF THREE "X"s and receive a FREE gift

CREATE A LAYOUT USING A BORDER MAKER CARTRIDGE AND A CM PUNCH	REGISTER FOR A FUTURE 2018 EVENT	WHAT IS THE ANNUAL ADVISOR FEE? _____
LIST ONE PRODUCT ON YOUR WISH LIST _____	I WANT FREE STUFF, I'M JOINING CM TODAY!	ENHANCE ONE OF YOUR NSD PROJECT RECIPE LAYOUTS
I BROUGHT A FRIEND WHO IS NEW TO MY ADVISOR	WHAT IS THE JOINING GIFT FOR NEW ADVISORS THIS MONTH? _____	PLACE AN ORDER OVER \$100!

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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
- Double tickets once they complete both 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

Tip: Hold your prize draw toward the end of your event.

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PACKING CHECKLIST

- Project Recipe™ Kits
- Registration and customer gifts
- 12-inch Trimmer
- Tape Runners
- 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
- Event registration list
- Future workshops booking sheet
- Cash to make change
- Tablecloths, easels
- Prizes, tickets, bags for tickets
- Table setting supplies, scissors, tape, trash bins

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