



**EVENT PLANNING MARKETING & MANAGEMENT**  
for Frame Shops

#wcafexpo




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## KEY FOCUS AREAS

- ✓ 26+ AWESOME EVENT IDEAS
- ✓ EFFECTIVE MARKETING
- ✓ EVENT MARKETING CHECKLIST
- ✓ MEASURING SUCCESS



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## THE POWER OF EVENTS



- Brand Awareness**
- Lead Generation**
- Social Media Boost**
- Drive Traffic**
- Additional Revenue**
- Establish Authority**
- Build Community**



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## 26+ EVENT IDEAS

*To Get Your Business Noticed*

- ✓ Art Centered Events
- ✓ Interactive Experiences
- ✓ Promotional Events
- ✓ Community Collaborations



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## ART-CENTERED EVENTS



### 1. FESTIVAL

- Visual Arts
- Emerging Artists
- New Media
- Plein Air

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## ART-CENTERED EVENTS

### 2. OPEN HOUSE RECEPTION

- Showcase local artist
- Highlight framed pieces



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**ART-CENTERED EVENTS**



**3. ARTIST MEET & GREET**

- Invite featured artist to speak
- Hold a Q&A session
- Live demonstrations

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**ART-CENTERED EVENTS**

**4. THEMED ART SHOW**

- Host an exhibition
- Woman's History Month
- Children's Art



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**ART-CENTERED EVENTS**

**5. ART DEMOS**

- Invite artist to teach
- Plein air painting
- Calligraphy
- Printmaking
- Felting



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**ART-CENTERED EVENTS**



**6. FRAME DESIGN SHOWCASE**

- Display creative, high-end framing projects to inspire customers
- Feature past customer projects
- Create new displays

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**INTERACTIVE EXPERIENCES**

**7. FRAMING WORKSHOP**

- Invite artists to bring in their own art for a hands-on framing workshop
- Frame a Memory community night



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**INTERACTIVE EXPERIENCES**

**8. BEHIND-THE-SCENES TOUR**

- Show Customers the Tools, Techniques & Craftsmanship Involved
- Artist Clubs
- Interior Design Associations
- Chamber of Commerce
- Craft Clubs



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**INTERACTIVE EXPERIENCES**

**9. FAMILY ART DAY**

Offer kid-friendly activities  
Sidewalk chalk art  
Finger Painting



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**PROMOTIONAL EVENTS**

**10. CUSTOMER APPRECIATION**

Offer discounts, refreshments & raffle to thank your patrons

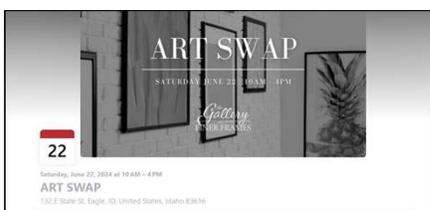


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**PROMOTIONAL EVENTS**

**11. TRADE-IN EVENT**

Picture Swap  
Art Supply Exchange



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**PROMOTIONAL EVENTS**

**12. FREE DAY**

Free gift with purchase  
Offer free services  
Complimentary upgrade  
Museum Glass



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**PROMOTIONAL EVENTS**

**13. PHOTO RESTORATION**

Partner with photo restoration expert and offer bundled services



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**PROMOTIONAL EVENTS**

**14. FIRST RESPONDER APPRECIATION WEEK**

Free upgrade or discount  
Partner with coffee shop for cross promotion



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**PROMOTIONAL EVENTS**



**15. FRAME DESIGN AWARDS**

- Categories like:
- Best Shadowbox
  - Best Storytelling Frame
  - Most Creative Mat

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**COMMUNITY COLLABORATIONS**

**16. LOCAL ARTIST MARKET**

Host a pop-up market  
Eagle Art Walk



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**COMMUNITY COLLABORATIONS**

**17. CHARITY EVENT**

Donate a portion of proceeds to a local cause  
Art With Heart  
Sunflowers for Ukraine



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**COMMUNITY COLLABORATIONS**

**20. PHOTO EXHIBIT**

Partner with photo club  
Pros or amateurs  
Host a contest  
FURTOGRAPHY



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**COMMUNITY COLLABORATIONS**

**21. SHOP HOP**

Partner area retailers for a weekend promotion



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**COMMUNITY COLLABORATIONS**

**22. "FRAME THIS" ARTIST CHALLENGE**

Local artists  
Design/Frame  
Host reveal party  
Voting = Social Gold!



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**EDUCATIONAL OPPORTUNITES**



**23. FRAME DESIGN WORKSHOP**

Teach about selecting the right frame style, colors & materials



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**EDUCATIONAL OPPORTUNITES**

**24. IN-STORE SEMINARS**

Teach customers about...

- Preservation Framing
- Art Storage/Shipping
- Arranging Photo Wall
- Hanging Art



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**EDUCATIONAL OPPORTUNITES**



**25. COLLECTOR'S CARE WORKSHOP**

Teach how to care for

- Works on paper
- Textiles
- Canvas

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**EDUCATIONAL OPPORTUNITES**



**26. GIVE THANKS**

Show your appreciation

Free frame for a vet American Legion



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**MARKETING YOUR EVENT**

*Digital and Traditional*




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**MARKETING YOUR EVENT**

**DIGITAL MARKETING**

- Social Media Posts
- Countdowns
- Event Video Teasers
- Live Updates
- Email Newsletters
- Event Page
- Online Advertising
- Targeted Ads on Social or Google



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**MARKETING YOUR EVENT**



**PRINT MARKETING**

- Posters & Flyers
- Postcards
- Drink Coasters
- Stickers
- In-Store Signage

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**MARKETING YOUR EVENT**

**COMMUNITY ENGAGEMENT**

- Local Media Outreach
- Newspapers
- Radio & TV Stations
- Local online Influencers
- Community Calendars
- Eventbrite & Meetup
- Network with Local Groups



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**MARKETING YOUR EVENT**



**BE UNIQUE!**

- Hand-Deliver Invitations
- Collab with Local Florist or Restaurant
- Photo Opportunities
- Social Sharing
- Thank You Notes

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**FREE DOWNLOAD**

*Bonus*

**12 LOW-COST, HIGH IMPACT EVENT MARKETING IDEAS**

[HTTPS://WIZARDUNIVERSITY](https://wizarduniversity.com)



**WIZARD UNIVERSITY**

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**EVENT PLANNING CHECKLIST**

*Actionable Steps to Success*



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**EVENT PLANNING CHECKLIST**

**1. DEFINE GOALS & OBJECTIVES**

*What do you want to achieve?*

- Brand awareness
- Establish yourself as information source
- Build community
- Increase shop visitors
- Attract new framing customers
- Artwork sold
- New email list sign-ups

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**EVENT PLANNING CHECKLIST**

**2. DEFINE TARGET AUDIENCE**

- Identify key segments
- Target communication
- Increase engagement
- Boosts RSVP rates



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**EVENT PLANNING CHECKLIST**

**3. ESTABLISH EVENT FRAMEWORK**

- Event Type & Format
- In Person or Digital
- Dates & Times
- Venue
- Budget
- Expenses vs Revenue streams



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**EVENT PLANNING CHECKLIST**

**4. BE A GOOD HOST**

- Create a welcoming environment
- Setting up your space



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**EVENT PLANNING CHECKLIST**

**5. AVOID COMMON PITFALLS**

- Losing sight of main objective
- Budgeting
- Conflicting events
- Doing everything yourself
- Poor communication
- No backup Plan

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**EVENT PLANNING CHECKLIST**

**6. ENGAGE ATTENDEES**

- Create a memorable impression
- Networking opportunities
- Q&A sessions
- Event hashtag
- Poll questions
- Prizes & gifts



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**EVENT PLANNING CHECKLIST**

**7. FOLLOW-UP PLAN**

- Engage with sponsors, vendors & attendees
- Thank them post event
- Collect surveys
- Share highlights
- Identify potential further engagement

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**MEASURING SUCCESS**



**8. TRACKING METRICS**

- Compare Sales
- Time spent
- New customer contacts
- Social media engagement
- Measure satisfaction

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**MEASURING SUCCESS**

*Most Overlooked Metrics*



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**MEASURING SUCCESS**

**ATTENDANCE**

- How many registered
- How many attended
- Compare to what you expected

**SALES DATA**

- Did sales increase during the event or shortly after?

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**MEASURING SUCCESS**

**NPS | Net Promoter Score**

- Ask attendees how likely they would recommend event to others

**ROI | Return on Investment**

- Revenue minus expenses related to organizing it.

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**MEASURING SUCCESS**

**SOCIAL METRICS**

- Track mentions, likes, shares
- Measure impressions, reach

**CONVERSION RATES**

- Leads that become customers

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**MEASURING SUCCESS**

**SOLICITING FEEDBACK**

- Measure Satisfaction with a Survey Attendees (& Sponsors too)
- Facebook Poll

*What did you like?*  
*What didn't you like?*  
*What would you change?*

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**MEASURING SUCCESS**

**IMPACT ON YOUR BRAND**

- Positive brand perception
- Thought leadership in your community
- Deeper relationship with customers
- Showcase values & expertise
- Create passionate brand advocates

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**REVIEW**

- ✓ **26+ AWESOME EVENT IDEAS**
- ✓ **MARKETING YOUR EVENT**
- ✓ **EVENT MARKETING CHECKLIST**
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**Are You Feeling Like This?**



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MEGGLASGOW.COM



- PART 1 | Strategy**  
Defining Your Vision, Ideal Client & USP
- PART 2 | Marketing**  
Define Products  
Writing a Marketing Plan  
Social Media Strategy
- PART 3 | Customer Service**  
Growing Customer Evangelists  
Measuring Results

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*Thank You!*



**WIZARD UNIVERSITY**

*Meg*  
GLASGOW

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