

# SALON EVENT PLANNING 101

## Getting Started

### ❑ **WHAT'S YOUR GOAL?**

Determine the purpose for planning the event. Is it to raise money for charity? To teach clients a new skill? To attract additional business?

### ❑ **PICK A THEME**

Every event must have a theme! Some ideas: Bubbles and Braids, Blow-dry Bootcamp, Mini Makeovers.

### ❑ **SET A BUDGET**

❑ Establish your overall event budget – this will help create parameters for planning each subsequent step.

## Planning

### ❑ **THE BASICS**

Choose the time and date for the event and confirm with all parties involved (DSC, stylists, reception, etc.). Establish your ticket price or holding fee.

### ❑ **PROMOTION**

Create an enticing invitation to give out in the salon, send clients via email, and post on your social media channels. Consider partnering with other local businesses and news outlets to get the word out.

### ❑ **THE DETAILS**

Make a list of everything and everyone you will need to pull off the event. Create a schedule outlining everyone's roles before and during the event. Partner with your DSC to order all items needed (retail, backbar, marketing, raffle basket, gift bags). Don't forget about décor, music and refreshments.

## Event Day

### ❑ **PREP TIME**

Ensure all shelving and stations are clean and event-ready. Showcase product you are using or selling on feature tables. Display raffle basket and attendee gift bags.

### ❑ **TEAM HUDDLE**

Gather all team members to remind them of the event goal, and their roles and expectations. Designate someone to take photos throughout the event.

### ❑ **HAVE FUN!**

Make sure that all attendees (including staff) are enjoying themselves and are well taken care of. This is the key to a smooth, successful event.