



Event Preparation

The Event Details (at least 3 weeks before an event):

- Finalize the name of event, location, date and time, raffles or giveaways and any additional exciting details.
- Most in-center events should include more than just an open house and include an additional draw for people to attend. Determine what activities and themes will drive the event (i.e. Spring Carnival, BBQ etc.).
- Once event details are finalized, email event details to Marketing and Client Services to advertise the event on the website and promote with families.
- Use the [Branding Website](#) for fliers and social media templates to create your own marketing material for the event.
- Reach out to Marketing for any additional marketing materials needed, including banners, signs or flyers.

The Event Preparations (at least 2 weeks before the event):

- Marketing will provide you with a post for social media, and help you with flyers promote at local businesses, and post at your center.
- Ensure center has a Chromebook or equivalent for onsite enrollment. Contact your area director and Jennifer Chotowetz if additional materials are required.
- Ensure you have enough staff available for the event.

Review Tour and Event Information (the week before the event):

- Review the [Curriculum Framework Touch Points Document](#).
- Review the [Tour Readiness Steps](#).
- Ensure all individuals touring families are comfortable discussing the programs and enrollment process.
- Contact your Client Services Coordinator before your event to review enrollment expectations and get additional support if needed. (RSVP numbers, directors portal refresh training, onsite enrollment training)

Event Set Up (1-2 days before the event):

- Enrollment Station:** Set up a table or desk with a Chromebook to help families enroll onsite.
- Designate individuals to add tour outcomes and assist families with the enrollment process.
- Have paperwork printed and ready for families.
- If snacks and refreshments are provided, purchase and ensure they are attractively displayed.
- Set up play and activity areas for children.
- Have your tour handouts printed and set out ready for your parents.
- Ensure banners, flyers and referral posters are displayed.
- Use the [Tour Quality Assurance Tool Checklist](#) to ensure center is set up.
- Post an event reminder on social media.

After the Event:

- Ensure all tour outcomes were entered for all families that attended.
- Make a follow-up call to all families that attended within 2 days.
- Connect with your Client Service Coordinator with any event feedback.
- Discuss outcomes with Brand Champion to ensure event ROI is tracked. (US only)