

Holiday Open-House Party Planner



At OneCoast, we want to help you ring in some holiday cheer this 4th quarter. Therefore, we have put together an easy-to-use Holiday Open House Party Planner that you can follow as you begin the process of planning your next event. Hosting a Holiday Open House Party will create a seasonal buzz around your store while jingling in some jolly sales! Plus, this is an excellent way to mingle with your customers on a joyous, festive level. Remember, you don't want to be too busy running around prior to your event! So try to get things done ahead of time so that you can enjoy your party too. You are the host, so have fun too!

Two Months or More BEFORE THE PARTY

Allow for *two months or more* for your Holiday Open House Party especially if you plan to use outside services such as caterers, servers, demonstrators, and/or entertainers.

Decide on the particulars:

- ❖ Date & Time
 - ❖ Theme
 - ❖ Budget
 - ❖ Map out your marketing plans that include print, advertising, chamber of commerce, social media, email, and in-store flyers. Get the word out about your event!
 - Check out our Pinterest page for more marketing ideas:
<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/holiday-marketing-ideas/>
 - ❖ Promotions or giveaways
 - If providing free giveaways, consider purchasing smaller bulk items that are on sale. Check with your vendors or your OneCoast Territory Manager for ideas. Remember, don't spend a lot per item. Customers will appreciate getting a free gift from you no matter what it is.
 - ❖ Special services such as free gift wrapping or collecting for a local charity
 - ❖ Be kid friendly and offer a special Kids Craft Station or special Kids Zone
 - ❖ Hire any outside services such as:
 - Caterer
 - Bartender
 - Food servers
 - Entertainment/Demonstrations
 - Cleaning services
 - Transportation/valet parking, if needed
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6 weeks BEFORE THE PARTY

- ❖ Send the invitations to your best customers. This should include both email and print invitations along with spreading the message on social media.
 - Check out our Pinterest page for great Open House Invitations ideas:
<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/open-house-invitation-ideas/>
- ❖ Finalize any print advertising or local marketing plans

- ❖ Start to determine your menu
 - Check out our Pinterest page for menu and buffet ideas:
<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/holiday-food-buffet-ideas/>
 - ❖ Reserve any rental items that you may need such as tables, linens, servers, etc.
 - ❖ Confirm any services in regards to entertainment, demonstrators, bartenders, servers, local celebrities, and/or caterers
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4 weeks BEFORE THE PARTY

- ❖ Create event flyers and insert them into every customer's bag at checkout
 - ❖ Evaluate your menu and make adjustments where needed
 - ❖ Develop a visual plan for your holiday displays and tables
 - Check out our Pinterest page for creative holiday display ideas:
<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/holiday-display-ideas/>
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3 Weeks BEFORE PARTY

- ❖ Order any greenery and flowers as needed
 - Whether ordering locally, request that garlands, wreaths, and flowers be delivered about five days before the party.
- ❖ Buy any other needed decorations
- ❖ Finalize your menu and place any orders on specialty foods that you will be serving such as local treats or desserts
- ❖ Order linens, glassware, chairs, tables, patters, flatware, etc. or make arrangements to borrow or rent what you don't have
- ❖ Purchase your liquor/wine/beer
- ❖ Determine the layout of your event, ie, where your tables will go, entertainment/demos be positioned, where your kids stations may be, etc.
- ❖ Confirm any rental reservations



Two Weeks BEFORE PARTY

- ❖ Meet with your staff to go over the party agenda. Assign your staff members' particular duties they will be performing during your event and set expectations.
 - ❖ Review your list of food, beverages, decorations, and double check your final shopping list, if needed
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One Week BEFORE PARTY

- ❖ Decide on your serving dishes and presentation
- ❖ Figure out which you'll use for each menu item, label each dish
- ❖ Clean your store, top to bottom. Organize your register area and stock up where needed

Two Days BEFORE PARTY

- ❖ Buy your perishable food items if you are not using a caterer
 - ❖ Pick up other items such as breads, produce, dairy products, and ice
 - ❖ Start rearranging tables/displays and begin setting up the party area. This should include separate tables for food, drink/bar, and coffee/dessert.
 - ❖ Time to decorate with any greenery, candles, displays, etc.
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One Day BEFORE THE PARTY

- ❖ Clean your store one more time, concentrating on your bathrooms and front entrances
 - Check out our Pinterest page for window-front entrance ideas:
<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/holiday-window-entrance-display-ideas/>
 - ❖ Stock your shelves with products and straighten up any display areas as needed
 - ❖ Set up the buffet tables—preferably one accessible from all sides—with flatware, plates, platters, serving utensils, and napkins.
 - ❖ Do whatever touch-ups are needed
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DAY OF THE PARTY

- ❖ Finish setting up including your tables, decorations, place for garage, etc.
- ❖ If you are hosting a Kids Zone or Kids Craft Area, set up that area with supplies as needed
 - Assign a staff member to monitor this area throughout the event and stock up with supplies along with cleaning the area as needed
 - Check out our Pinterest page for Kid Craft ideas: <https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/holiday-kid-craft-ideas/>
- ❖ As your caterers, entertainment and/or demonstrators arrive, give the direction where they will be stationed and offer assistance with set up
- ❖ Touch base with manager/staff and address any last minute needs
- ❖ Assign a staff member to take photos before and during your event
- ❖ Double check your bathrooms and make sure all are fully stocked with towels, toilet paper, soap, etc.
- ❖ Don't forget...Build your customer mailing list by having a sign-up sheet at your register for customers who would like to receive a mailer or email from you about new products or promotions.
- ❖ Have fun!



Days AFTER THE PARTY

- ❖ Send out thank you notes to your customers and any outside services who attended your party
 - ❖ Post photos from your event on your social media pages
 - ❖ If you are doing giveaways, contact the winners and post the winners on your social media page
 - ❖ Take notes on what worked and jot down ideas on what to do next time
 - ❖ Lastly, breathe, relax, reflect, recharge, and finish your 4th quarter with a bang!
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Inspirational Ideas Don't Stop There!

For additional clever, creative tips and ideas to help you with your Holiday Open House, check out our Pinterest page entitled *Holiday Retailer Open House Ideas* featuring display ideas, invitations examples, menu and buffets tips, craft ideas, and more.

<https://www.pinterest.com/onecoast/holiday-open-house-event-ideas/>

