



Getting Ready for a Special Event

LESSON OBJECTIVE: To show employees what they can do to help the store get ready for a special event or promotional sale.

ESTIMATED COMPLETION TIME: 3 minutes for the video. Use the "Additional Discussion" section for a longer lesson.

HOW TO USE: One of the best times to use this lesson is during the planning phase of a special event. To use the lesson, first view the video. If you wish to spend additional time on the topic, use the discussion guide below.

ADDITIONAL DISCUSSION:

- Details to the planning of any event will be specific to your store. Discuss some of the specific ways employees can help with your upcoming event as well as the roles each of them will play.
- This is a good time to discuss the details of your upcoming event, such as what items are on sale, event schedule and any special guests you may have.
- Take some time to review the basic housekeeping chores each employee can do to get the store ready for an event. Assign employees to tackle different tasks so everything gets done.

ADDITIONAL TRAINING: Watch the next lesson, "During and After the Special Event," available free on www.yournhpa.org/FreeTraining. For a basic rundown of how to plan and execute any event, visit TheRedT.com/EventGuide to print out an event planning checklist.