



WELCOME To The WATER

DiscoverBOATING



Event Planning Checklist

The following is a guidelines for creating and executing your **Welcome to the Water** event. We encourage you to assign a point person to manage this event for you and to use the free tools and resources available to you on the Canadian stakeholder toolkit at www.DiscoverBoating.ca/Tools.

A key objective for this event is to encourage existing boaters to extend a **Welcome to the Water** invitation to non-boaters so they can experience a great day out on the water, courtesy of you and your customers.

Meet with marketing and sales team to determine appropriate event date and location.

4 WEEKS PRIOR TO EVENT

- Secure site, including slips
- Assign point person for event
- Determine local advertising commitment and poster placements
- Preorder food and drinks
- Secure entertainment or on-site radio station
- Order tents, tables and chairs as necessary
- Identify any marketing or giveaway items and order appropriate quantities
- Get Welcome to the Water templates and from DiscoverBoating.ca/Tools and customize
- Customize and send event invitations to guests
- Add web button to your website homepage linking to your event information
- Start social media campaign and continue regularly pre event

3 WEEKS PRIOR TO EVENT

- Begin sales training
- Order staff shirts and name tags (if required)
- Purchase HELLO MY NAME IS name tags for guests
- Direct mail drop and email invitation

2 WEEKS PRIOR TO EVENT

- Review site and create site map
- Check electrical outlets, if necessary
- Call existing and invited guests to remind them of event and encourage them to invite non-boaters
- Send customized reminder email to all invitees
- Confirm food and beverage arrangements
- Additional sales training sessions
- Secure trash cans
- Book appointments for particular boats
- Schedule drivers for each boat

1 WEEK UNTIL EVENT

- Clean, prep and fuel all boats for event
- Follow-up phone calls to invitees
- Remind guests to bring share invitation with non-boaters
- Customize and send additional reminder email and/or direct mail drop
- Send media advisory to local media outlets
- Prep staff on responsibilities, additional training
- Secure boat numbers/registration for on-water use
- Prepare safety kits for all boats
- Secure dock supplies (fenders, dock lines, etc.)
- Add an extra social media promo and push

DAY OF EVENT

- Hang banners, flags and any other promotional materials
- Clean cabins and wipe down additional participating boats
- Get ice, chill beverages
- Prep staff
- Collect lead cards/followup contact information
- Take pictures and share throughout the day via social media
- Encourage guests to take pics of the day and share through their personal social media networks

POST EVENT FOLLOWUP

- Collect and input all leads into dealership CRM system
- Send followup email
- Send letter
- Phone calls
- Share pictures and stories through social media

