**Holiday Online Open House Idea**

This brilliant idea comes from our awesome client Rena Hawk, owner of Millenia Salon & Spa in Easton, PA. She created this in conjunction with her distributor, Art of Business. The focus here is to host an online holiday event for your clients and followers instead of doing something live and in person due to the pandemic. Rena also did this in conjunction with her 22-year anniversary of being open! Congrats Rena and thank you for being willing to share this with everyone! They produced over $2,000 in combined sales in just two hours!!

As you read through this example edit this to your liking and please insert your product line information and names where relevant.

Salon: Millennia Salon & Spa
Event: Celebrate 22 years LIVE with Millennia!
 Stock Your Beauty Bar
Date: November 4, 2020

Time: 8:00-10:00pm Set up: 6:00pm

Gift Card Goal:

Gift Set Goal:

**GIFT CERTIFICATE PROMOTION**:
Spend $100 Get: $10 bounce back & sachet with shampoo/condition/product packets

Spend: $500 Get: $50 bounce back on Gift Set spotlight

Spend: $1000+ Get: $100 bounce back on Gift Set spotlight

To Do: create the gift bags, take pics of each staged, and send pics in email blast and post on social media.

**GIVEAWAY EVERY HALF HOUR – 1 OI BALLERINA GIFT SET**
Dawn will be recording the names of viewers and adding them to a bowl and will pulled every ½ hour @ 8:00, 8:30, 9:00, 9:30.

To Do: Set timers on our phones.

**SEGMENT 1**: INTRO/WELCOME/AGENDA – discuss what segments we will be going through, gift sets seg 2, seg 3 gift cards, circles of chronicles & customized gift sets. Talk about your business and services, intro Jenn, and talk about all the promos i.e.

GIFT CARD PROMO AND GIFT CARD GIVEAWAY, and GIFT WITH PURCHASE HAIR CONDITIONING FOR NEW YEAR NEW YOU. 1ST GIVEAWAY @ 8:00

8:00 Gift giveaway & Review gift card sales. Answer questions & Change over table

**SEGMENT 2:** (Based on how many gift sets your manufacturer has that you are offering you will explain them here.

1. Gift Set explain, show before image & show model after

2. Mini Gift Set Explain

3. Gift Set explain, show model before & show model after

4. Gift Set explain, show model before & after

8:30 Gift giveaway & Review gift card sales. Answer questions & Change over table

**SEGMENT 3**: Show biggest gift set

1. Display gift set
2. Explain what each one does
3. Show model(s)

9:00 Gift giveaway & Review gift card sales. Answer questions & Change over table

**SEGMENT 4:**  Salon/Spa customized Gift Sets under $30. (Create your own gift sets to sell. Some examples of what Rena did below)

1. Hand cream & Hand sanitizer (from her distributor) (6) Retail: $25.00
2. Travel Size Liquid Spell & Travel Size Dry Texturizer (6) $20.00
3. Med. Hairspray & Travel Shampoo & Conditioner (6)

9:30 Gift giveaway & Review gift card sales. Answer questions & Change over table

**STAFF LIST:** Below are the different roles that team members played. Based on the size of your team you may delegate multiple tasks to people or can even invite your sales consultants to help the night of. Get creative!) I left Rena’s team’s names in their to support your understanding.

Rena & Jenn – hosts
Sharon & Dawn & Courtney– phone orders
Cassey - Videographer
Ashley – Names in the hat & monitoring questions
Model 1 – Wendy (short red head bob)
Model 2 – Savanah (smooth straight, brown)
Model 3 - Helene (Moisture, shine, blonde)
Denise – Models makeup
Margret & Ashley & Olivia – Models Hair @6:00
Nicole – online moderator Instagram
Laci – helping with setting up the tables, and segment change over

**NEEDS LIST:**
$10 Bounce back cards
Bags
Tissue Paper
3 tables
3 table clothes
Holiday décor
Candles
Twinkle light
Holiday music
3 models (dress in black)
3 before images – printed on non-glossy photo papers
Step & repeat
Lighting
Extension cords/ power strips
Cheat Sheets of products
Printed order forms
New Year, New You bounce back card for conditioning treatment for gift sets

For the above list be sure to add up your total invested.

At the end of the evening subtract this from total sales generated to see your results.

Note: I remind you that the point of these events is to drive your brand message first and make money second so do not be attached to how much you do in sales. Be committed to putting on a great event and supporting your clients! To watch how Rena and her team did please go to her Facebook page, Millennia Salon, they’re in Easton, PA. Scroll down to their videos and you can watch.

Happy Holidays and best successes!

Steve Gomez