

HOW A CHEF COOKS UP SHOWROOM EVENTS

Chef
Andrew Forlines

*Event Host +
Cooking Technology Nerd*



Appliance
Academy

Appliance-Academy.com/plan



I COULD GIVE YOU A LESSON ON LOGISTICS...

WHY

- Goals
- Audience
- Partners

WHAT

- Time
- Place
- Theme

HOW

- Invitations
- Catering
- Trash Cans



CHECKLIST



A checklist form with a pen resting on it. The form consists of a series of horizontal lines, each preceded by a square checkbox. The pen is a silver and black ballpoint pen, positioned diagonally across the middle of the checklist.

FIND YOUR WHY

WHY

- Goals
- Audience
- Partners

WHAT

- Time
- Place
- Theme

HOW

- Invitations
- Catering
- Refreshments





EVENTS CAN...

- Differentiate yourself
- Build trust
- Be cool

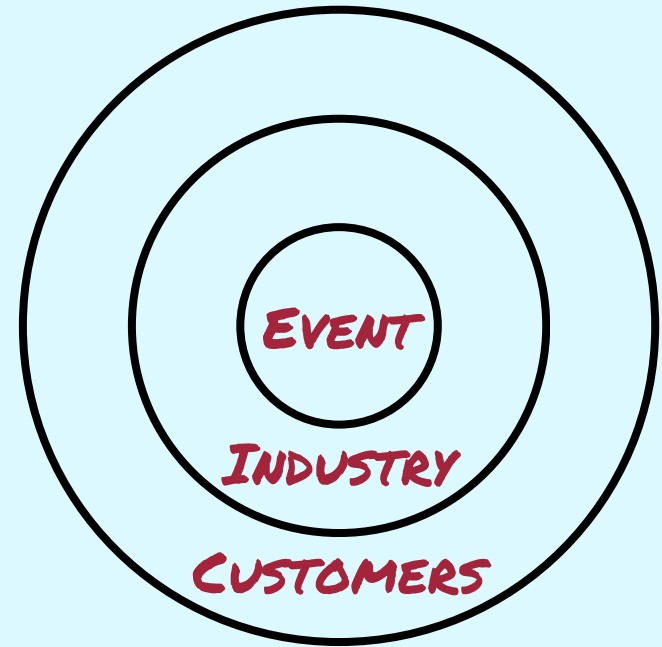


Appliance
Academy

Appliance-Academy.com/plan

IMPACT*

*The **impact** of an event is always **bigger** than the **attendance**.





MAXIMIZE IMPACT

1. Promote beforehand.
2. Brag afterwards.
3. Create FOMO for next time.



Appliance
Academy

Appliance-Academy.com/plan

COLLABORATE

Two types of partners

1. Industry Partners = \$

2. Trade Association = Participants



PICS, OR IT DIDN'T HAPPEN

A picture is worth a
thousand words...
...so take a bunch.



Appliance
Academy

Appliance-Academy.com/plan

NOW A LESSON ON LOGISTICS...

~~What~~

- Goals
- Audience
- Partners

When

- Time
- Place
- Theme

How

- Invitations
- Catering
- Trash Cans



PICK A DATE



No conflicts with other events....
social or industry

EVENT TYPE

- Theme
- Happy Hour vs. Lunch



TWO CHECKLISTS



Lead-up timeline



Day of event tasks

**SOME OF MY BEST FRIENDS ARE CHECKLISTS*



LEAD-UP TIMELINE



3 Months

2 Months

4 Weeks

2 Weeks

7 Day

3 Days

1 Day before

INVITE

EXCITE

REMIND

...REPEAT



Appliance
Academy

Appliance-Academy.com/plan

EVENT TASKS

1. Greet
2. Satisfy
3. Accommodate
4. Entertain

BASIC NEEDS

- Food & Drink
- Trash
- Bathrooms



CHECKLISTS...



- Hubspot
- Cvent.com
- Bizzaboo
- Wrike
- Monday.com
- Eventbrite
- Trello



WHAT I OFFER

Showroom Events

Event Program Development

Webinars

Marketing Assets



Certified Presentations



Appliance
Academy

andrew@Appliance-Academy.com