




# Grand Opening Event Checklist Template: Promotion, Staffing & Customer Experience Management

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## Pre-Event Promotion & Marketing

Tasks related to advertising and generating excitement for the grand opening.

### Social Media Campaign Start Date

Enter date...

### Estimated Social Media Reach

Enter a number...



### Primary Marketing Channel

- Social Media
- Email Marketing
- Local Advertising
- PR & Media Outreach

### Marketing Messaging & Key Talking Points

Write something...

### Marketing Materials (Flyers, Posters, etc.)

 Upload File

### Press Release Distribution Date

Enter date...

### Promotional Offers (Select all that apply)

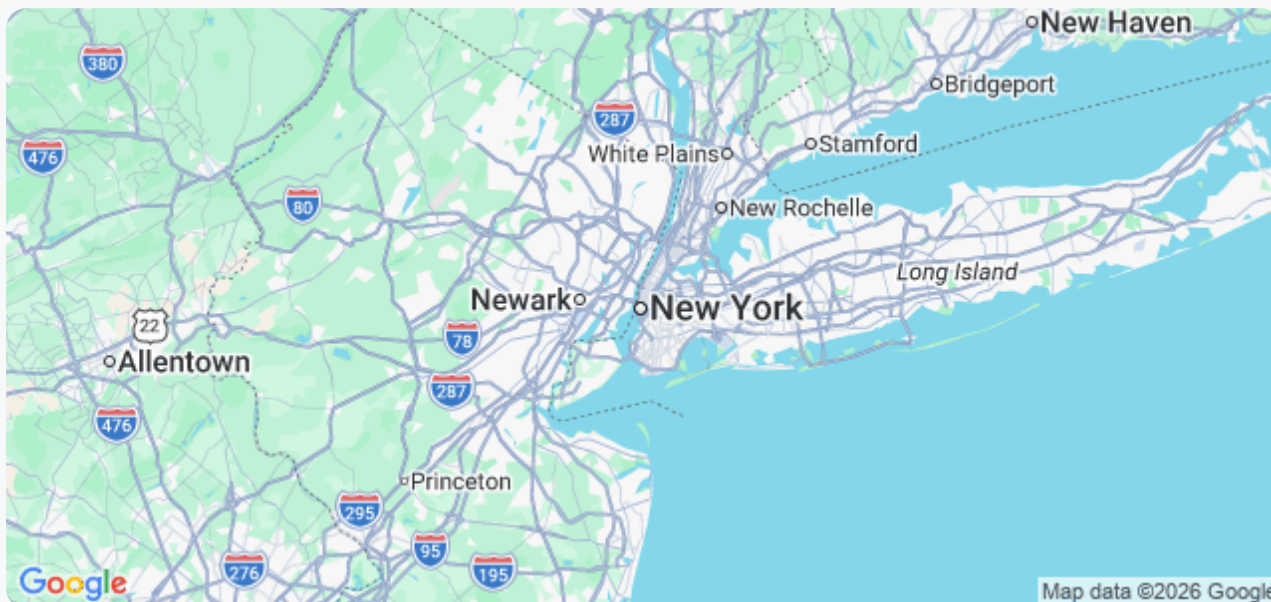
- Discount on First Purchase
- Free Gift with Purchase
- Raffle/Contest
- Loyalty Program Sign-Up Bonus

# Venue & Logistics

Setup and arrangement of the physical space and necessary equipment.

## Venue Address

 [Set My Current Location](#)



## Move-in Date/Time

Enter date...

## Square Footage of Event Space

Enter a number...

### Venue Layout Type

- Open Floor Plan
- Conference Style
- Theater Style
- Classroom Style

### Venue Floor Plan (Optional)

 Upload File

### Number of Tables Required

Enter a number...

### Number of Chairs Required

Enter a number...

### Venue Special Requirements/Notes (e.g., accessibility, power needs)

Write something...

# Staffing & Training

Recruitment, scheduling, and preparation of staff for the event.

## Number of Staff Needed

## Staff Roles (e.g., Greeters, Servers, Cashiers)

- Greeter
- Server
- Cashier
- Security
- Brand Ambassador

## Staff Training Date

## Staff Training Start Time

### Training Content Outline

Write something...

### Training Materials (e.g., Manuals, Scripts)

 Upload File

### Staff Uniform Requirements

Provided by Company

Staff to Provide

### Staff Training Acknowledgment

## Customer Experience & Engagement

Activities and elements designed to create a positive and memorable customer experience.

### Estimated Guest Count

Enter a number...

### Entertainment Options

- Live Music
- DJ
- Photo Booth
- Games & Activities

### Refreshments Style

- Full Catering
- Light Snacks
- Beverages Only

### Customer Welcome Message (for signage/announcements)

Write something...

### Scheduled Meet & Greet with Owners/Key Staff

Enter date...

### Time for Special Offers/Promotions

Enter time...

### Customer Feedback Form (PDF)

 Upload File

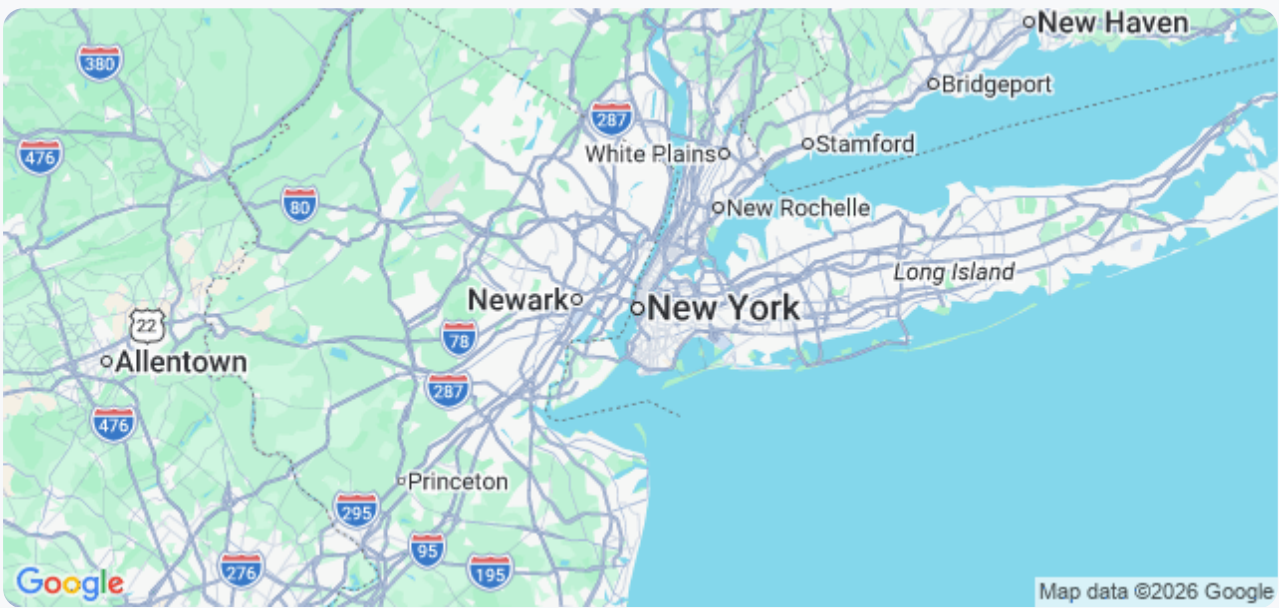
# Day-Of Execution

Tasks to be completed on the day of the grand opening.

## Opening Time Verification

## Staff Staging Area Confirmation

 [Set My Current Location](#)



## Guest Arrival Count (Initial)

### Music System Status

- Working
- Needs Adjustment
- Malfunctioning

### Incident Log (if any)

Write something...

### Date of Event

Enter date...

## Post-Event Follow-Up

Actions to be taken after the grand opening to assess success and maintain momentum.

### Estimated Attendance

Enter a number...

### Actual Attendance

Enter a number...

### Overall Event Success (Rate 1-5)

- 1 - Poor
- 2 - Fair
- 3 - Average
- 4 - Good
- 5 - Excellent

### What was most effective in attracting customers?

- Social Media Campaign
- Local Advertising
- Email Marketing
- Public Relations
- Word of Mouth

### Customer Feedback Summary (from surveys/comments)

Write something...

### Date of Next Follow-Up Communication

Enter date...

### Upload Photos/Videos from Event

 Upload File