




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

 Show only Checklist

Display Style
Default 

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)

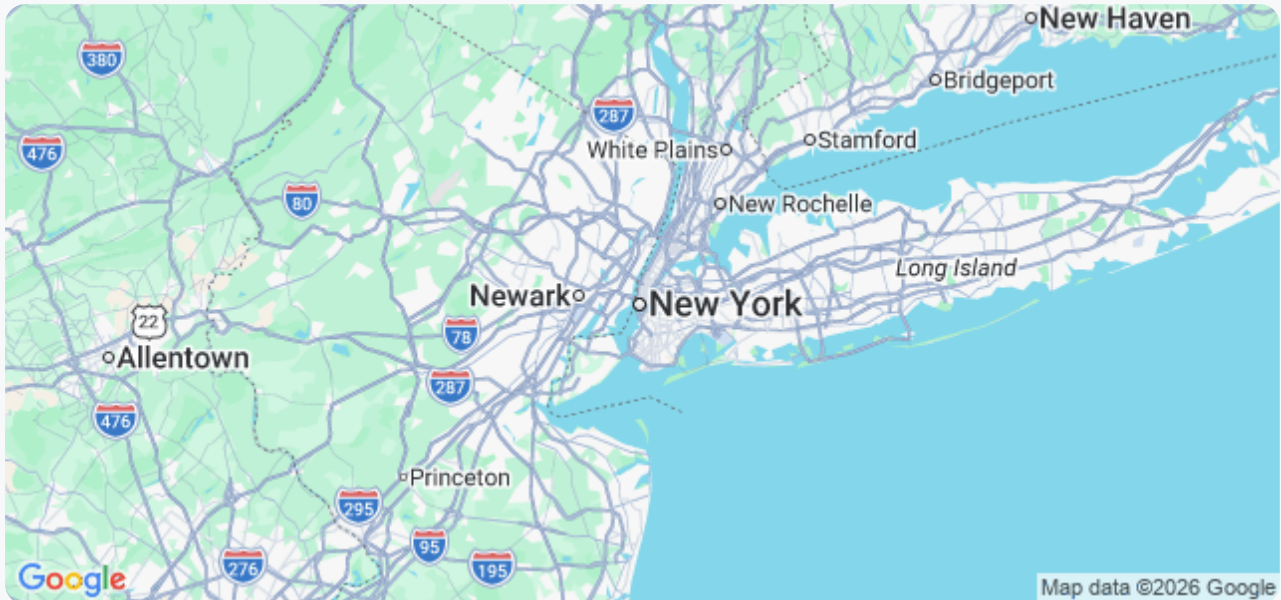
- Discount on First Purchase
- Free Gift with Purchase
- Raffle/Contest
- Loyalty Program Sign-Up Bonus

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

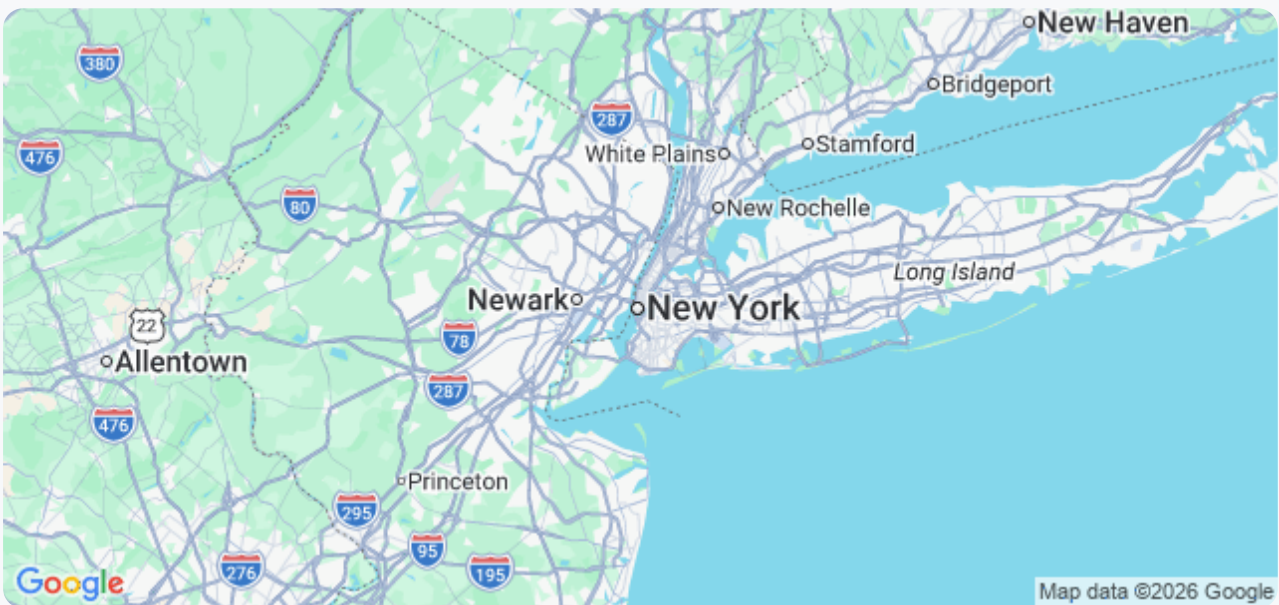
Day-Of Execution

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

Upload Photos/Videos from Event

 Upload File