

Scooter's

GROUP OF COMPANIES

Open House Checklist

Reason for Open House

- Anniversary
- Annual
- New: (Facility, Branch, Location, Product, Service)
- Awards, Presentations, Receptions
- Ground Breaking, Ribbon Cutting
- Holiday
- Catered or not?
- Sale
- Thank You
- Other

Where/When

- One Day, Weekend, Week
- During Hours, After Hours
- Indoors, Outdoors (Time of Year)
- In Office, Warehouse, Both
- Rented Hall, Under Canopy, Tent
- Other

Who to Invite

- Account Customers
- Steady Paying Customers
- Prospective Customers
- Firms with whom you should be doing business
- Local Dignitaries, Organizations
- Press (Print, Radio, TV)
- Vendors
- Competitors
- Friends
- Other

Invitations

- Formal, "Cordially Invited to", RSVP
- Announcement Letter
- Theme Related (Holiday, Sale, etc.)
- Post Card
- Flyer
- Other

Ways and When to Mail

- Direct Mail-First Class (To arrive 3 weeks prior)
- Self Mailer-Bulk (To arrive 3 weeks prior)
- Statement Stuffer (To arrive 2 months prior with 2nd, 1 month prior)
- In-House Customer Handouts (Begin 1 month prior)
- Announcement Letter (Mail 8-10 weeks prior)

Publicity

- Mass media (Newspaper, Radio, TV)
- News Releases (Hand Delivered)
- Banners, Pennants, Signs, Fliers
- Telephone
- Search Lights

Menu

- Cocktail Hospitality Finger Foods, Cheese, Crackers, Fruit, Vegetables
- Lunch (stand up) Hot Dogs, Sandwiches, Salads, Condiments, etc.
- Dinner (sit down) Meat, Potato, Salads, etc.
- Beverages, Soda, Punch, Wine, Beer, Cocktails, Coffee, Tea, Milk
- Miscellaneous (depending on type of event) Popcorn, Fun Foods, Candy, Cake

Quantities

- Depends on the budget you set
- Depends on the time of day
- Depends on the season
- Depends on the location
- Depends on the type of food service

Reason, Time, Place Attendees

- Keep Invitation "Short and Simple"
- Print Extra Invitations
- Mail to About 100-150 more than you want present
- Note "Door Prizes" if any

Food Service Accessories

- Tables
- Chairs
- China
- Glassware
- Servers
- Aprons
- Ashtrays, etc