



LDG TRUNK SHOW CHECKLIST

- 90 DAYS UNTIL THE SHOW -

- The first step to holding an LDG Trunk Show is to set the date and time of the event. We recommend scheduling the show at least 90 days in advance to give yourself and your customers plenty of notice and to enhance anticipation.
- Once you have selected the time and date, notify your customers on social media about the event. We've included a sample message that you can post — just be sure to fill in the correct values for date, time, and your LDG Rep's name.
- If you have a pipe club, you should notify your members of the upcoming show. This is an event that they'll definitely want to attend.
- We recommend a weekly social media post schedule to engage your customers and keep them up to date with the activities of your shop. Obviously we'd love to see as much love for LDG as possible, but the most important element is to engage your customers with posts that they will find interesting.
- If you haven't already, make sure you have coordinated with your LDG sales rep and have filled out the Travel Bucket Request form to select the products that will be represented at your event.

- 60 DAYS UNTIL THE SHOW -

- Only 60 more days until your LDG Trunk Show; that means it's time to display the in-store signage we've provided to highlight the event. We recommend placing this close to your register so customers can easily see the details.
- This would be another great time to post about the event on all your social media channels. We've included an additional message for your use, if you're so inclined. Once again, just make sure to fill in the correct values for the date, time, and your LDG Rep's name.
- In addition to the event-specific post, you can also start to highlight some of the products that will be featured at the Trunk Show in your weekly social media posts.
- 60 days from the event is a perfect time to send an announcement to your email list. We've included sample text that you can copy and paste into your email marketing system. Just be sure to replace our placeholders with the correct date and promotional items, if applicable.
- Reminder: Double check your Travel Bucket Request form and make any changes necessary if you wish to add additional products.

- 30 DAYS UNTIL THE SHOW -

- It's crunch time now, just 30 days until your Trunk Show. You should begin posting about the event once a week on social media. We recommend focusing on the specific products that will be featured at the show.
- In addition to your weekly social updates, you should also send out an event reminder on social media and through email.
- Reminder: This is your last opportunity to make changes to your curated selection on the Travel Bucket Request form.

- ONCE YOUR TRAVEL BUCKET ARRIVES -

- Contact your LDG Rep when your travel bucket arrives to report any discrepancies.
- Your travel bucket needs to be sent back within two weeks unless discussed with an LDG Rep.
- Keep a record of the inventory you sold from the travel bucket.
- Return your travel bucket in the condition it was received. Once we have received the bucket at LDG, we will forward your invoice.