



EVENT TIP SHEET

You and your community are unique. Running your event should be up to you.

Planning an event might sound overwhelming, so here are some things you can do to ensure a great event. Don't worry, you don't have to do them all!

FOOD & DECOR

- Cake & cookies
- Coffee & bottled drinks
- Grill burgers/hot dogs
- Display a banner & balloons
- Popcorn & other snacks

ENTERTAINMENT

- Kids Activity Table
- Bounce House
- Face Painting
- Petting Zoo
- Live Entertainment (magician, local band, juggling act)

CLINICAL SERVICES

- Diabetes Screening
- Blood Pressure checks
- Cholesterol Testing

COMMUNITY OUTREACH

- Involve other local businesses
- Invite local providers
- Invite mayor or other local representative
- Invite fire department
- Send bags and flyers to assisted living facilities
- Live remote radio broadcast
- Promote on social, website, in local newspaper



AFTER THE EVENT

Your grand opening event was a success! Now what?

IPC continues to support you with 3 months of post-event marketing. Here's what you get:

Month 1 – 200 *New Patient* welcome cards and a poster

Month 2 – 200 *Buy Independent* flyers and a window cling

Month 3 – 200 *Refer a Friend* referral cards and a counter

Promote Your Pharmacy on Your Own

A [successful marketing strategy](#) should include a mix of these **4** channels:



Website



Social Media



Community Outreach



Traditional Media

I'm just starting out. This sounds overwhelming.

Get your website up and running first, then experiment with social media or sign up to sponsor a community event. Find your footing, then work toward using all four channels.

Want outside help?

Partner with [Pharm Fresh Media!](#)