

Event Planning Guide for College Stores



Whether your store creates a marketing plan for an entire year at a time or one that's month-to-month, the success of each event relies on having the inventory, supplies and data you need — in advance. Make sure you have all of your bases covered for your next sale, promotion or off-site event with this guide.

The Planning Stage

When you're still hashing out the details, having representatives from each segment of your team participate in brainstorming can lead to fresh ideas and better results. Then, once you have a general idea, make sure you have the important areas covered before the big day.

Inventory: Determine quantities needed of:

- Focal merchandise
- Ancillary items and upsells
- Prizes/giveaway items

Staffing, based on:

- Previous events
- Anticipated turnout
- Projected sales
- Employee experience level

Promotional materials

- Posters
- Mailers
- Bag-stuffers/Coupons
- Emails/Web banners

Advertising/Social media promotion

- Facebook
- Twitter
- Instagram
- Local/school newspaper or magazine

Supplies

- Rubber bands
- Paper clips
- Tape
- Pens
- Markers
- Scratch paper
- Paper or plastic bags

Setup

- Cash drawer/bags
- Extra chairs
- Tables
- Extension cords
- Chargers
- Power strips

Hardware

- POS
- Mobile POS: tablets/iPads/iPods
- Card sleds
- Mobile printers

Pro Tip

Holly Deering, Administrative Planner, Madison Area Technical College Truax Bookstore:

"When we're planning our events for the year, some things we consider include:

- *What items fit into the event theme or time of year?*
- *Do we have those products already in stock and enough of them?*
- *Are they at the price point that we want?*
- *What items are currently popular?*
- *Are any of our vendors running specials? (We try to get products for events during clearance times.)*
- *Do we have any items on the floor that we are looking to use for events or giveaways because they are not selling?*
- *What has sold well in the past?*
- *Where is the event located?*

Some events are spur of the moment but most are thoroughly planned out in advance. **We always pre-program the sales/events in the system whenever possible to save time and resources, as well as to prevent mistakes from being made."**

Text and Merchandise Applications from MBS Systems

Accomplish even more while using fewer resources!

Our text and merchandise applications make it easy to manage inventory and make informed stock decisions, while increasing efficiency and personalizing each customer's experience.

Pro Tip

**Jennifer Sogi, Operations Manager,
University of Hawai'i at Mānoa Bookstore:**

"Space is at a premium here in Hawaii and our store can get very crowded, especially during rush. The ability to be more portable and venture outside of the store [with MBS Mobile POS options] has really helped to alleviate that issue for us."

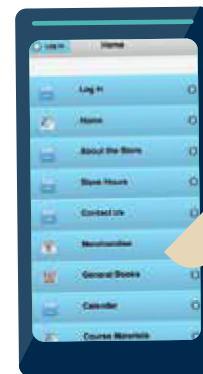
MBS Mobile POS Solutions

Keep your lines moving with the MBS iPOS. Combining the powerful MBS POS and Electronic Payment System application with an intuitive, easy-to-use interface, these solutions offer the same transaction types and tenders as your register and connect with the store POS server in real-time over your existing wireless network.

Location, Location, Location

Why limit yourself to just a traditional register lane setup? A truly mobile POS solution will allow your store to navigate easily through busy times like rush, as well as participate in events like:

- Sporting events
- Book signings
- Graduation
- Orientation
- Concerts
- Sidewalk sales
- Community or school festivals/fairs



Online Sales, Anytime

You want your customers to shop whenever it's convenient for them — even if that is outside your physical store's business hours. To ensure the success of your event, an e-commerce option that lets customers shop before, during and after is more important than ever.

Just consider these statistics¹:

- 72% of millennials research and shop options online before going to a store or the mall.
- The most popular time to buy online: weekdays between 12-2pm and on Sunday evenings.
- 81.5% of those who shop on tablets actually buy while only 43% of those who shop on smartphones make a purchase.
- 50.3% of e-commerce traffic originates from a mobile device such as a cell phone or tablet.
- Two-thirds of consumers choose a mobile site over a mobile app.
- The average consumer will spend over \$1,200 per year at online stores.

Pro Tip

**Andrea Stipp, Assistant Director,
WSU Bookstore at Wichita State University:**

"A lot of the sports memorabilia stores in Wichita don't have an online presence, so it really gave us an advantage [during March Madness]. We saw a 1,000% increase in online orders compared to our average monthly web sales and still received quite a bit of business after the tournament."

MBS Systems inSite

With inSite, you can quickly build and manage a fully functioning website where students can purchase and reserve textbooks, faculty can browse titles and submit adoptions, and all customers can shop, keep a wish list, and collect and redeem loyalty points.

Sources:

1. <http://blog.capterra.com/15-e-commerce-statistics/>