

2017 HOLIDAY EVENT PLANNING CALENDAR

Event Date: **NOVEMBER 18, 2017**

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|--------------------------|--|--|--|
| OCTOBER | <input type="checkbox"/> | Oct. 1 | Log on to your wholesale account and go to CenturyMartialArts.com/HolidayKit . Review Holiday Retail Kit, event calendar, and checklist for use from now until event. |
| | <input type="checkbox"/> | Oct. 2-6 | Call Century at 800.626.2787 to request 2017 Holiday Gift Guides for your students. Tell your agent how many students you have and they can help assess how many catalogs you need. |
| | <input type="checkbox"/> | Oct. 16-20 | Use templates in the Holiday Retail Kit on CenturyMartialArts.com/HolidayKit to customize and print your postcards, gift certificates, flyers, and more! |
| | <input type="checkbox"/> | Oct. 23-27 | Order samples for your event from the 2017 Holiday Gift Guide! |
| | <input type="checkbox"/> | Oct. 23-27 | Distribute Holiday Gift Guides , order forms, and gift certificates to students AND parents! |
| NOVEMBER | <input type="checkbox"/> | Oct. 30- Nov. 3 | Decorate your school for the Holidays. Hang your printed holiday posters and flyers around the school. |
| | <i>Century Tip - Allow parents to place holiday orders early so they can pick them up at the shopping event.</i> | | |
| | <input type="checkbox"/> | Nov. 6-10 | Mail postcards to students and parents this week- or just distribute them in class! Encourage students to take extra postcards to invite a friend. |
| | <input type="checkbox"/> | Nov. 6-10 | Send a Save the Date email to your email contact list. Insert the images provided into your email, and don't forget to include your contact information, address, event date and time. (If you are having a canned food or toy drive, mention that in the email!) |
| | <input type="checkbox"/> | Nov. 6-10 | Create your Facebook Event Page. Log on to your school's Facebook page and click "Events" and then "Create." This is a great tool to give last-minute updates and constantly remind parents about your event. Download the Facebook Event Images and Post Images in the Holiday Retail Kit to use on your event page. |
| | <input type="checkbox"/> | Nov. 6-10 | Post flyers about your Holiday Shopping Event at key locations throughout your community. Ask businesses and neighbors about leaving some flyers or postcards on their counter to promote your event. |
| | <i>Century Tip - Customized items take much longer to produce. Order customized items no later than December 1st to guarantee delivery by Christmas</i> | | |
| | <input type="checkbox"/> | Nov. 13-17 | Send Reminder Email to your email contact list. Put the date and time of your event in the subject line. |
| | <input type="checkbox"/> | Nov. 18 | MY HOLIDAY SALE! |
| | <input type="checkbox"/> | Nov. 22-26 | Consolidate and place your students' orders at CenturyMartialArts.com , or call 800.626.2787. |
| | <input type="checkbox"/> | Nov. 27- Dec. 2 | Mark any dated merchandise for final year-end sale. |
| <input type="checkbox"/> | Nov. 27- Dec. 2 | Make time to sort and distribute any student orders that were placed at the event. Be sure to put orders from parents in concealed bags so the students can't see! | |
| DEC. | | Dec. 12 | Hanukkah Begins! |
| | | Dec. 25 | Merry Christmas! |

| OCTOBER | | | | | | |
|---------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |

| NOVEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |

| DECEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

