

Event Planning Guide for College Stores



To host a fantastic marketing event, your store must have the right inventory, supplies and data. Cover your bases and ensure you have everything you need for your next sale, promotion or off-site event with this guide.

The Planning Stage

Use this checklist to ensure you have everything you need for a successful event. Remember to note the quantities you will need of each item.

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:
- 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."

Use Fewer Resources and Accomplish More

Our text and merchandise applications make it easy to manage inventory and make informed decisions, while increasing your store efficiency and personalizing the customer 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 MBS's handheld hardware. 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's POS server in real-time over your existing wireless network.

Location, Location, Location

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



Improve the Customer Experience

Let customers shop anytime, anywhere with an easy-to-use eCommerce solution and mobile app.

Barnes & Noble College's Student Pulse research shows the importance of mobile apps to Gen Z:

- 83% track order statuses with their mobile shopping apps
- 69% use mobile shopping apps to find deals/coupons
- 60% compare prices with mobile shopping apps
- 60% research products on mobile shopping apps before making an in-store purchase
- 55% use mobile shopping apps because of convenience

Pro Tip

**Andrea Stipp, 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 1000% increase in online orders compared to our average monthly web sales and still received quite a bit of business after the tournament."

MBS 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.