

Checklist for the Christmas exhibition at the garden centre

A well-organised Christmas exhibition boosts your end-of-year business. This checklist helps you to prepare your Christmas design at the POS in a structured manner and to consider all relevant aspects at an early stage. Learn more in our white paper.

Preparation

- ☐ Set goals
- ☐ Define sales targets
- ☐ Forecast attendance figures
- ☐ Compile a budget
- ☐ Costs for decoration, advertising, events, staff
- ☐ Determine the starting and finishing date of the exhibition
- ☐ Take weekends and bank holidays into account

Theme selection and concept

- ☐ Choose theme (traditional, modern, Scandinavian) of the exhibition
- ☐ Gather ideas for decoration (digital files with ideas of colleagues, suppliers, trade fairs)
- ☐ Christmas tree designs: Planning, product range, distribution, space requirement
- ☐ Plan light installations to create atmosphere
- ☐ Define thematic sections (i.e. Christmas market, winter landscape)

Logistics

- ☐ Locations and room planning
- ☐ Lay down the areas for the exhibition
- ☐ Plan the visitor flow in the garden centre
- ☐ Equipment and materials (not just sales goods)
- ☐ Order and production of decoration materials
- ☐ Organisation of sales tables and presentation areas
- ☐ Selection of an exact date

Product selection

- ☐ Lay down product range
- ☐ Christmas trees, wreaths, lights, gifts decoration distribution acc. to purchasing budget
- ☐ Seasonal plants and materials (poss. moodboard)
- ☐ Trade fair visits and procurement planning

Your checklist for the planning of the Christmas exhibition in the garden centre

Marketing and advertising

- ☐ Draw up marketing plan
- ☐ Advertising
(Flyers, social media, local newspapers)
- ☐ Promotion events
(i.e. workshops, children's programmes)
- ☐ Update website and social media
- ☐ Share information about the exhibition

Event planning

- ☐ Organise events
- ☐ Workshops (i.e. making wreaths, crafting ornaments for the tree)
- ☐ Visit from Santa or other characters
- ☐ Plan entertainment
- ☐ Music, live performances, children's campaigns

Staff planning

- ☐ Employee rota
- ☐ Planning working hours
- ☐ Possibly external staff members for events
- ☐ Offer training
- ☐ Information about products and sales strategies

Execution of the exhibition

- ☐ Assembly of the exhibition
- ☐ Finish decoration in time
before the opening date
- ☐ Allocation of the products to their places of sale
- ☐ Opening
- ☐ Invitations for the opening ceremony
- ☐ Planning of discounts or offers

Follow-up

- ☐ Get feedback
- ☐ Visitor survey
(i.e. through 2-3 external people on the car park)
- ☐ Team meeting for evaluation
- ☐ Evaluation of the sales figures
- ☐ Record the successes and possibilities for improvement
- ☐ Dismantling of the exhibition
- ☐ Dismantle and store the decoration
- ☐ Check the inventory and reorder if necessary