

## **Events Make the Store: A How-To Guide**

### **Session Description:**

“If you build it they will come,” applies to more than just ballparks. Successful businesses of all kinds are building their volume with event-based marketing, and your store, regardless of size, can be one of them. Having something special draws people to the shop, gets them excited and encourages them to pull out their wallets and spend. An event is always a limited-time offer, which helps create a sense of urgency with the customers: they cannot wait until tomorrow or go home and think about it. A party atmosphere and some food also breaks the ice around the wallets and gives a much-needed boost to the economy in your store.