

BlushingForward

The B&B Makeover Party

An Event Proposal Created By
Dawn Burton



Event Overview

The proposed event, an invitation-only Makeover Party hosted by Brenna Mielke of BlushingForward.com and co-hosted by Bellissimo Salon and Spa would be an opportunity for both businesses to further their follower/subscriber and client base. The invitation-only attendance of 30 would be divided between BlushingForward.com and Bellissimo Salon. Both business entities would benefit from the exposure of their business and talents to the other's client base comprised of the same target market.

The event, The BlushingForward.com/Bellissimo Salon (B&B) Makeover Party would take place Saturday, March 31st, 2018 from 3:00 to 5:00pm. The event would be promoted through direct invitation with only 30 spaces available. RSVPs will be required to ensure that all 30 spaces are filled.

During the B&B Makeover Party one attendee will be randomly selected for a makeover. Witnessing first hand the winner's makeover, all attendees will be able to ask questions of

- the hair dresser (Bellissimo hairdresser) regarding new cuts, styles, techniques, and products
- the makeup process (BlushingForward.com) regarding skin care, makeup techniques, etc.

Bellissimo Salon will benefit by highlighting all of the services they offer including hair, nails, eyelashes, massage, etc. BlushingForward.com will be able to share makeup and fashion techniques and how to access the information on her YouTube channel and blog with all of the attendees. If successful, both businesses could benefit from either quarterly or monthly B&B Makeover Parties. Subscriber and follower bases are built one person at a time.

Venue Overview

The B&B Makeover Party featuring the talents of BlushingForward.com and Bellissimo Salon and Spa would be held at The Bellissimo Salon and Spa located at 37095 Highway 26, Ste 101 in Sandy, Oregon.

The proposed time of the event, Saturday, March 31st, 2018 from 3:00 to 5:00pm, is during non-operating hours of business and would not interfere with the normal business schedule. There would be no cost incurred with renting a facility as Bellissimo Salon is co-hosting the event with BlushingForward.com. The limited number of attendees (30) is in accordance with the physical size of Bellissimo Salon and, at the scheduled time, parking is free and plentiful.

The B&B Makeover Party would include limited seating but the event is a live, interactive experience with the freedom to move around and interact with the hosts and other attendees. Drinks and donuts from a local shop that usually has lines around the block will be provided. The atmosphere of Bellissimo Salon is artistic with an edge of Italy and lots of lovely mirrors.



Program (for Attendees)

Front



Bellissimo Salon & Spa
BlushingForward.com

PRESENT

The B&B Makeover Party
Saturday, March 31st, 2018
3:00 to 5:00 pm

Back or
Inside

B & B Makeover Party

EVENT SCHEDULE

- 3:00 Registration and Contest Entry
- 3:15 Introductions and Drawing for Makeover Winner
- 3:20 Contest Winner Makeover Begins - Hair*
- 3:30 Refreshments available
- 3:45 Q&A Session for Contest Winner Hairstylist
- 4:00 Contest Winner Makeover Begins - Makeup
- 4:30 Q&A Session for Contest Winner Makeup Artist
- 4:45 Open time for all questions
- 5:00 Thank You Gift Bags for all!

* Contest winner will be provided a gift certificate for a future color treatment, only a wash, cut, and style will be provided during the B&B Makeover party.

Program

(for Hosts)

B & B Makeover Party

IN-HOUSE EVENT SCHEDULE

1:00-3:00 Prepare Salon for Event

3:00 Greet Attendees and confirm all register and enter contest. These names will be used to send Thank You emails and for future promotional opportunities.

3:15 General Introductions from the hair stylist (TBD) and Brenna Mielke of BlushingForward.com and the drawing of the name for the Makeover Winner (Refreshments will be set-up during the General Introductions in an area separate from the contest announcement.)

3:20 Contest Winner Makeover Begins - Hair* (Winner will be a part of the decision process as the Stylist talks with her about her hair preferences.)

3:30 Attendees will be invited to enjoy the refreshments as the winner's hair is being washed.

3:45 (As the Stylist cuts, dries, and styles the Winner's hair a Q&A Session will be available to ask questions concerning hair styles and treatments.)

4:00 Contest Winner Makeover Begins - Makeup (Winner will be offered a quick break for refreshments and then the Makeup Session of the Party begins.) Makeup artist will describe the techniques being applied. Finishing with a makeover reveal to the Winner with a look in the mirror.

4:30 Q&A Session for Contest Winner Makeup Artist

4:45 Attendees will be invited to ask questions of the Stylist or Makeup Artist.

5:00 At 4:45pm, the event will be wrapped up with a verbal Thank You for attending and Thank You Gift Bags will be handed out to each attendee.

Promotional Plan

The marketing and promotion for this event will be by personal invitation only. Both co-sponsors of the event - Bellissimo Salon and Spa and BlushingForward.com - will each have 15 spots to fill by March 29th, 2018.

Because this event is exclusive, there will not be formal invitations sent out and each co-host is responsible to secure verbal commitment to attend. The focus of The B&B Makeover Party is to provide a cross-networking opportunity for two separate businesses that share a target market.

If a possible attendee cancels prior to March 29th, 2018, there will be the opportunity and the assumed responsibility for each businesss to fill the spot.

Budget

The venue for The B&B Makeover Party will be held at the physical location of the co-host Bellissimo Salon and Spa during off-hours. Although there will not be a determined amount for renting the venue, the extra time of operation, the services offered by the beauty consultants, the products used for the actual makeover will be considered an investment. BlushingForward.com will contribute to this investment by supplying all of the makeup and supplies needed to complete her commitment to the actual makeover. Brenna Mielke's, BlushingForward.com, time will also be considered an investment to the event.

In addition to the cost of time and makeover supplies, the only other substantial cost will be for food and beverage. The B&B Makeover Party event is an event to treat oneself so the food offered will be a treat - donuts from a local and very popular donut shop - Joe's Donuts (Menu, 2018). With 30 attendees, 4 stylists, and 1 makeup and skin care coordinator, 4 dozen various donuts will be provided at a cost of \$60. A Keurig coffee maker is available on site. With an encouraged atmosphere of personal interaction, there will be free time for all to make their own favorite coffee. The Original Donut Shop Coffee pods will be purchased for \$30 (50 count) (Shop Coffee, 2018). In addition, Fiji Natural Artesian water bottles (36 count for \$36) and tea (provided by Bellissimo Salon) will be available (Fiji Natural Water, 2018).

The final cost will be a take-home gift bag for each attendee, included

- Sample haircare products provided by Bellissimo salon featuring the products used in the salon. There is no cost for these samples that are a promotional opportunity supplied from distributors.
- Bellissimo Salon Gift Certificate toward beauty treatment. Value $\$10 \times 30 = \300.00
- Ulta Gift Cards provided by BlushingForward.com (Gift Cards, 2018). Value $\$15 \times 30 = \450.00
- Business cards for Bellissimo Salon and Spa & BlushingForward.com
- The actual take-home gift bag will be purchased through amazon.com (Small Premium, 2018). Classy fabric gift bags that all will love. Value $\$27 \times 3 = \81.00 (for 30).

Food = \$60

Coffee & Water = \$66

Take-Home Gift Bags = \$831

Total = \$957.00

Evaluation

Business Evaluation - A brief meeting will be set or e-mail correspondence exchanged between BlushingForward.com and Bellissimo Salon and Spa regarding the pros and cons of the event considering,

- What parts of the event were successful and what were not?
- What could be changed if the event were hosted again?
- Were the goals and objectives of both parties involved met?
- Feedback regarding the budget? Should more be spent in some areas? Less in some?
- Any unanticipated expenditures?
- Did participants seem to enjoy some aspects more than others?
- Was the flow of the makeover transitional enough to provide for interaction and not boredom?
- Was the food/drink appropriate?
- Was the setting large enough for the group that was invited?

Participant feedback - A personal Thank You email will be sent out the week following the event with a thank you for attending, reminder to use their free gifts, and a follow-up request for feedback regarding their interest in attending another event. Based on the giveaways in the gift bag and the consideration of timeliness of services, the actual impact of the event will be spread out over the three months following the event as participants use the gift bag gift cards.

Inspiration Board



References

Fiji Natural Water. (2018). In Fred Meyer. Retrieved March 11, 2018, from <https://www.fredmeyer.com/p/fiji-natural-artesian-bottled-water/0063256500009>

Gift Cards. (2018). In Ulta Beauty. Retrieved March 11, 2018, from <https://ulta.cashstar.com/gift-card/plastic/>

Menu. (2018). In Joe's Donuts. Retrieved March 11, 2018, from <http://www.joes-donuts.com/menu/>

Shop Coffee. (2018). In Keurig. Retrieved March 11, 2018, from <http://www.keurig.com/beverages/coffee/c/coffee101?q=RoastType:Medium>

Small Premium Fabric Gift Bags Organza with Lining and Satin Ribbon. (2018). In Amazon. Retrieved March 11, 2018, from https://www.amazon.com/dp/B075SSBVFC/ref=sspa_dk_detail_1?psc=1&pd_rd_i=B075SSBVFC&pd_rd_wg=djwAc&pd_rd_r=Y8XNMYAMP56W1WFJ3HA3&pd_rd_w=pf15q