

# CLEAN Environments Indoors and Outdoors

## Host a Special Event to Enhance Customer Relations

You need a way to commend your customers for their dedication to Healthy High Performance Cleaning. This section details a plan that's fully designed to help your team not only put together a customer event that recognizes customer efforts, but also helps to maximize the public relations value of environmentally safe cleaning and hygiene products and procedures and the benefits enjoyed by building occupants.

This document has what you need to begin planning a customer event. Contact JohnsonDiversey's public relations staff, a local public relations firm or a freelancer for more information or if you need help executing the event.

### Why host an event?

To inform the occupants, cleaning staff and surrounding community why Healthy High Performance Cleaning is important and what you can do to be a part of the information dispensed by the local media.

Considering this section is under the heading of Public Relations, the reasons to consider a customer event should seem clear. Events can bring together media outlets, community leaders, satisfied customers and potential customers for the sole purpose of celebrating a job well done. The following is a list of other reasons that events are so worthwhile.

- Your customers are committed to improving their facilities and making them cleaner and healthier. That, in itself, is worth recognition.
- You want to bring special attention to the economic and environmental impact of your customer's projects.
- Your customer may have joined you and your company and you possible alliance with an external third-party endorser – such as LEED. You need an event to recognize their participation in this endorsement program.
- You're planning to provide a scholarship fund or other donation to a worthwhile customer program and want a forum in which to maximize the impact of the presentation.
- You want to impress upon key community leaders and the general public the common commitment you and your customers have to green cleaning and environmental stewardship.
- Supports your businesses through good customer relations and positive news media exposure.
- Shows a unified commitment to the project together with the leaders in your customer's organization.



[Your Logo Here]

### Benefits to Customer

- Publicly recognizes the good work of customer commitment to a healthy high performance cleaning program as well as to cost savings, if they can be identified and properly presented.
- Provides public relations opportunities as a value-added service to your most valued customers.
- Offers a forum for recognizing other worthy efforts and programs your customers are conducting.

### What does hosting an event entail?

Here is a checklist of things you need to do to make your event a success.

Host an afternoon open-house event sponsored by your organization at the customer's facility highlighting their project.

### Major activities of the event include:

- Presentations about the program.
- Showcased highlights of the program and previous successes.
- Presentation of some kind of financial contribution to a customer-related, community-based program or other important presentation.

### Audiences for the Event

- |                         |                    |
|-------------------------|--------------------|
| - Employees             | - Administrators   |
| - Key local dignitaries | - Local news media |

### Pre-event Actions

- Determine presenters and invite their participation
- Prepare all informational materials
- Announce event through bulletin-board postings, flyers, personal letters, formal invitations, and news advisories, as appropriate.

### Activities of Event

- Host open house in late afternoon, typically from 4 to 6 p.m.
- Conduct brief presentations at an appropriate time by an administrator, project supervisor, community leader, award recipient and one of your company's representatives. Allow time for news media questions.
- Highlight the work of the program through special presentations, displays and/or tours.
- Issue appropriate informational materials to all participants.
- Provide press kits with in-depth information about improvements, environmental and economic impact, savings, and background on the program to the news media.
- Offer food and refreshments.

### Post-event Actions

- Mail press kits to media not in attendance.
- Provide press kits and event photos to trade press.
- Encourage write-ups of event in employee publications
- Send thank you letters to presenters and local dignitaries on your company's letterhead.

### What are the budget considerations?

From ground breakings to ribbon cutting, here is what you'll need to provide.

The following are items that need to be budgeted to hold your event.

### Event Expenses

- Mailings and promotional flyers
- Informational material
- Presentations and displays
- Food and refreshments

Costs can go higher depending on expenses for food and refreshments and scope of presentations and materials. In general, though, the more impressive you make the event, the more positive the response will be and the more coverage you will receive.

### Planning/Public Relations Expenses

- Press kits
- Media contacts and follow up
- Event project management

While these have no fixed costs, they do take some time to coordinate and take you away from other projects.

### Contribution Award

- A plaque, certificate, donation or other item

Work with an outside coordinator to help you plan and execute a successful customer event provided you have the budget and need. Contact JohnsonDiversey's Corporate Public Relations for more details.