



Kristy Carruthers

Proforma Inspired Promotions
Kelowna, BC

TREAT YOUR CUSTOMERS LIKE ROCK STARS!

Show your customers and prospective clients that they are truly appreciated and valued by making them feel like rock stars. One great way to do that is to throw an event and shower them with praise, while still taking the opportunity to sell them on everything you have to offer. Kristy Carruthers, Owner of Proforma Inspired Promotions did just that, and she is still reaping the benefits.

Kristy, with the help of her 2 team members and Michael Barclay, Owner of Proforma Shout Marketing, hosted 80 clients and prospects at the Yacht Club on the waterfront in Kelowna. The luxury location drew in prospects that she hadn't been able to get in front of for months, and in some cases, years, before inviting them to this event.

Branded for Success

The Rock Star-themed event featured its own logo that was displayed on the Welcome Letter, Survey and Entry Form that was at each table setting along with a custom Rock Star tumbler, stainless steel straw, pen, cookies, and custom augmented reality guitar tattoos and coasters. Guests who filled out the survey questions were eligible to win a custom Fender guitar. The high-end giveaway resulted in excellent survey participation.

To really impress her guests and give them the spotlight, Kristy created custom awards for at least one person from every company in attendance – both clients and prospects! The mini Fender guitar awards were definitely a highlight as were the fun award categories that she came up with for her VIP clients, such as Best Dressed Meetings, Most Rush Orders and Best Out of Office Autoreply. When you get to know your customers, you build a rapport that helps create lasting relationships and allows for these types of awards. And for prospects, they each got a Best New Client award, really enticing them to live up to the challenge. After all, who would want to display a meaningless award?

Put Yourself on Center Stage

In addition to the custom Rock Star swag and awards, Kristy did a 30-minute PowerPoint presentation highlighting everything about her company and her capabilities, including her online swag store, custom company stores she's built, what the benefit is to working with Proforma, and the order reward scratch and win cards that are sent out after each order giving customers a chance to win instant prizes and be entered to win a luxury spa trip at the end of the year.

Kristy also had 5 tables with unique and new samples to attract prospects and current customers to on-trend items. She also drew attendees in by merchandising the tables more like a shop with retail displays for visual appeal. Once engaged, she was able to easily start a discussion. PNCA also attended with 3 tables of their products, as well.

To truly capitalize on the attendance of clients and prospects, Kristy's staff members manned a couple of computers toward the back of the room so that guests could explore the online shopping (ESP) site and also check out the webstore they built for a client.

Overcome Challenges

Kristy received multiple quote requests and was able to open communication lines with about 12 of the companies in attendance, with confirmed sales from 5 of those so far. While this event proved a huge success for Kristy as she did more than \$150,000 in the 30 days after the event, she did experience some challenges along the way, but she also planned ahead to circumvent problems on the big day. Her biggest challenge was logistical – 80 attendees and only one Kristy. Her two team members were busy at the event manning the computers to sell services and products to attendees but that took them away from networking and engagement with prospects. She and her team came up with two solutions. They decided to include an email on the back of each guest's "Backstage Pass" and asked clients to snap a picture of anything they were interested in via their phones and email to the address while at the event.

Kristy also asked another Proforma Owner for help, and he stepped up in a big way. Michael Barclay, a true team player, flew across country to help Kristy pull the event off. If you think a big event like this is out of reach, take the team approach. By networking with fellow Owners, you may be able to come up with an idea that is beneficial for everyone involved.

Dream Big

All-in-all, the event was a huge success. It allowed Kristy the opportunity to establish her business, Proforma Inspired Promotions, as a major player in the industry and a solid resource for all things promotions, printing and marketing.

"If any clients doubted our range of capability before, we gave them every reason to expand our reach with them moving forward," says Kristy. "It's definitely going to be an annual event. I am already planning next year's."

