

Checklist for successful geranium customer events:

1. Define your goals, target groups and event format

- Set goals, e.g. attract more customers, appeal to new target groups or increase sales
- Identify your target group(s), e.g. new balcony owners, young people, DIY enthusiasts or regular customers
- Choose an appropriate event format. Possible formats include planting campaigns, service events, e.g. on-site planting station, offering advice, DIY workshops, and themed campaigns, e.g. 'insect-friendly balcony'
- Plan the scope realistically — large event vs. small campaign area

2. Choose the date strategically

- Schedule the event during the main selling season for geraniums (April to June)
- Choose a date that suits the target group, staff and expected number of visitors
 - Weekend: often higher visitor numbers
 - Weekday: often quieter, more time for advice or planting services
- Consider the weather and location
 - Plan an alternative for outdoor areas
 - Consider covered alternatives
- Check for competing events in the region
 - City festivals/events
 - Holiday periods
- Allow sufficient time for publicity
- Plan the event's duration realistically, e.g. a three-hour promotional window instead of an all-day event

3. Plant and space planning

- Plan for sufficient quantities of geraniums and companion plants for the promotional area, the promotion itself and additional sales. Order these well in advance
- Arrange logistics and replenishment for the promotional period
- Have additional products such as pots, growing media, fertilisers, etc. ready
- Place the promotional area in a clearly visible location within the sales floor
- Provide inspiration for customers with displays, e.g. sample plantings in balcony boxes or planters; themed areas for balcony gardens; colour concepts; or insect-friendly planting

4. Plan staffing realistically

- Calculate staffing requirements for preparation, installation and consultation
- Plan breaks and relief staff
- Ensure sufficient consulting expertise is available on site, e.g. planting advice, variety selection, location and other care questions. Train staff in advance. Comprehensive information about geraniums is available at [meine-geranien.de](https://www.meine-geranien.de), for example.
- Clearly allocate tasks within the team, e.g. consulting, cashier duties and planting service
- Take peak times into account
- Prepare simple alternatives for times when there are few staff members, such as a DIY planting station or fixed consulting hours

5. Opt for practical event formats

- Offer planting activities with advice, e.g. planting balcony boxes or pots that participants have brought with them or newly purchased, assistance with plant selection and combinations
- Set up promotional areas for the start of the balcony and terrace season
- Plan themed activities, for example:
 - Insect-friendly balcony and pot planting

- Colour concepts for balconies and terraces
- Easy-care plant combinations
- Integrate sustainability themes, e.g. combination with herbs, homemade insect hotels
- Consider social media-friendly presentation areas, e.g. photo areas, sample plantings

6. Announce and promote the event

- Announce the event well in advance, ideally several weeks beforehand
- Combine different channels:
 - Social Media
 - Your own website
 - Newsletter
 - Advertisements in local press
 - Notices or posters onsite
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- For workshops or planting campaigns, offer registration (online or onsite)
- For larger campaigns, inform or invite local media, e.g. daily newspapers, city magazines, local online portals
- Send a reminder shortly before the date, e.g. via social media or newsletter

7. Document the event on the day itself

- Take photos during the event, e.g. activity area, planting activities, finished plantings
- Collect customer feedback
- Record short videos, e.g. planting steps, consultation situations, overall atmosphere
- Publish content on social media on the day of the event
- Important:** Obtain consent from identifiable individuals

8. Don't forget to follow up

- Save images for later use, e.g. website, social media, next event announcement
- Evaluate participant and sales figures
- Reuse photos and content
- Improve event concept for next season

Quick check (short version for stressful situations)

- Goal defined
- Date during the main sales season for geraniums
- Goods + additional products available
- Staffing planned realistically
- Event advertised visibly
- Digital registration possible?
- Follow-up planned



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