



Greenhouse Events that Work

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Pillars for Successful Events:

1. Choosing a theme
2. Planning Logistics
3. Marketing the event
4. Lessons Learned

Choosing a theme:

- Identify your audience
 - Home gardeners, hunters, kids
- Identify your goals
 - Create a positive experience with your brand, attract new customers, off-season engagement, use up plants/materials
- Identify your core offerings
 - Plants, landscape, “gardening is for everyone”, community

Planning/Logistics:

- Where are you going to host?
 - How many people can attend at this capacity

- What materials do you need?
 - Scissors, glue, pots, soil, plants, sound system, tables, chairs
- How can people sign up for this?
 - Online registration and prepayment is the way to go
- Pick a day/time that works for majority of customers
 - Will you have to adjust your hours/staff schedule to achieve this?

Marketing your Event:

- Email - reach many of your existing customers
- Facebook - reach many potential customers
 - Sponsor posts/events
 - Make it easy to purchase tickets

Challenges:

- If you have an event after hours, other people will stop in - keep a register open

Things to consider:

- **Parking space**
- **Do you need to purchase materials**
- **Do you have a speaker and mic**

Notes:

Event Ideas:

- **Planting Parties**
- **Speaking Series**
 - **MSU Extension rep**
 - **Industry professional**
 - **Rep from a company**
- **Bouquet Bar**
- **Centerpieces**
- **Holidays**
 - **Mother's day**
 - **4th of July**
 - **Thanksgiving**
 - **Etc.**
- **Winter/Christmas Decor**
- **Industry Buzz Words**
 - **Pollinators**
 - **Native Plants**