

SHOW PLAN

Concept / USP

Presenters

Location

Date and Time

Giveaways / Games

Stock / Samples Contact



Promotion

Trailer is live in the app (2 days+ ahead of show)

Trailer is shared on creator social channels

Trailer is shared on brand channels

Trailer is shared on OOOOO channels

Presenter has unique referral link to promote

IG live / Youtube pre, during show planned

Products

Stock levels checked

Products are listed and approved

Time agreed to list and take down products

Products are added to trailer

Samples are in place

Equipment & Support

Lighting, wifi, sound, aspect ratio check complete

Internet speed acceptable (10 mps)

Microphones are charged

Live show assistant / OOOOO HQ identified

HQ login details are available

BTS content is being captured

Show is being recorded and edited

Post Show

BTS and clips shared

Live show performance data shared

Notes: