

To: [Planning Committee/Staff Name]

From: [Your Name/Title]

Date: [Insert Date]

Subject: Strategy and Planning for the [Year] Spring Open House

Dear Team,

As we approach the spring season, it is time to begin the strategic planning for our annual Spring Open House. This event is a critical opportunity for us to showcase our [products/services/campus], engage with the community, and drive [sales/enrollment/memberships].

Event Overview:

- Proposed Date: [Insert Date]
- Time: [Insert Time Range]
- Location: [Insert Location/Platform]

Key Strategic Goals:

- Goal 1: [e.g., Increase foot traffic by 20% compared to last year]
- Goal 2: [e.g., Collect 100 new qualified leads]
- Goal 3: [e.g., Promote the launch of the new seasonal collection]

Action Items and Assignments:

- **Marketing & Outreach:** [Name] - Manage social media campaigns, email invitations, and local advertising.
- **Logistics & Setup:** [Name] - Coordinate floor layout, equipment rentals, and catering.
- **Programming:** [Name] - Schedule live demonstrations, guest speakers, or guided tours.
- **Follow-up Strategy:** [Name] - Create a system for post-event lead nurturing and feedback collection.

Next Steps:

We will hold our initial kickoff meeting on [Date] at [Time] in [Location/Link] to review the budget and finalize the timeline. Please come prepared with three creative ideas for this year's theme.

I look forward to working with you all to make this our most successful Spring Open House yet.

Best regards,

[Your Signature]
[Your Printed Name]
[Your Title]