

# Grand Opening and Granniversaries

## 35 Creative Tips for a Successful Grand Opening



Dale Obrochta

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[www.GrandOpeningHelp.com](http://www.GrandOpeningHelp.com)

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## **Preface**

I am finding many business entrepreneurs have great insight about their new business, but lack the marketing skills required to have a successful grand opening. With that said, I put together a list of *35 Creative Tips for having a Successful Grand Opening*. These tips are in no particular order and are just that, tips or ideas. Each item can be expanded and built upon, but are designed to get you to think hard about your grand opening celebration. Now, I am sure there are more ideas and concepts not addressed in this document, but this is a starting point in your thought process to learn 35 tips on how to have a successful grand opening.

Enjoy these ideas and if you have any question or comments please stop out at [www.GrandOpeningHelp.com](http://www.GrandOpeningHelp.com) and leave me a message.

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## Industry Terms

**Soft Opening** has no major announcements; it establishes the beginning of store operations to the public. The soft open, allows the store to become completely prepared the first few weeks or months before the more publicized Grand Opening. It allows management, staff, and suppliers to become familiar with the day-to-day operations. Once the store is ready, a grand opening day is selected and planned, in store announcements, banners, street signs, mailings, newspaper articles, radio and television ads are implemented. No matter how the store chooses to announce its Grand Opening, the Grand Opening event is a promotional event, stating that it is completely ready to serve its clients proficiently and professionally.

**Grand Opening**-A "Grand Opening" is a term used when a business, public office, or private association wishes to announce their official opening of their new location. Chronologically, a new store starts with a Coming Soon, Now Open, and then Grand Opening. The first two announcements, Coming Soon and Now Open, communicate to the community and clients, that there is intent to serve their needs. Whereupon the Grand Opening is stating that there is a special event planned. Grand Openings are a party atmosphere with food, music, prizes, balloons, giveaways, festive signs, entertainment, searchlights, etc...

**Granniversary** – ( Gran·ni·ver·sa·ry) – A "Granniversary" is corporate, in-house jargon, used in internal communications between managers referring to an anniversary of a business grand opening. Granniversary are normally a celebration of the first year of operation, but for companies that have done remodels or expanded its facilities and want to publicly announce its improvement along with its years of serving the community.

**Granniversaries** is a celebration of the odd numbered years in business that are not typically celebrated.

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### About the Author

[Dale Obrochta](#) is a promotional entertainer who uses balloon entertainment to assist companies in their grand opening or product rollouts. He is a leading entertainer in the balloon entertainment industry who consistently works grand openings; [trade shows presenter \(video\)](#) and corporate events. Dale uses his communication training, teaching experience and entertainment skills to educate customers while presenting store information in his unique creative style.

His company DEO Consulting, Inc. works with companies to help them develop a full grand opening program. The full package can assist a company in advertising and marketing campaigns, promotional staffing, grand opening entertainment and supply valuable business support and consulting. Need help; call Dale at (708) 744-0234.

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1. Create a budget for the grand opening.
2. Select a grand opening date immediately.
3. Check local government regulation regarding advertising signs, inflatable, or marquee that you use to advertise your grand openings.
4. Create a map of store for customer to find products along with FAQ questions – include time of business operations, website and telephone number.
5. Create customer loyalty from the beginning.
6. Hire a [promotional entertainer](#) to entertain and educate customers.
7. Have maximum staff on hand to help people.
8. Have all registers open with checkers waiting.
9. Cater food for employees working the grand opening.
10. Contact local government and the Mayor's office and request they participate in the ribbon cutting ceremony.
11. Contact local newspapers and talk to the editor to inform them about the new business coming to the community.

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12. Encourage local religious leaders and members to attend the grand opening.
13. Have a religious blessing of the new business and for those who come.
14. Contact local animal rescue center to see if they would like to participate in the grand opening.
15. Invite local high school marching band to perform at grand opening.
16. Request the honor guard from the local VFW to present the United States Flag.
17. Offer a vendor sales presentations to education consumers about products.
18. Encourage manufactures and vendors to provide grand opening support with signs, banners, or sponsor food booths.
19. Advertise week before your grand opening.
20. Budget petty cash for food and non-regular expenses that will occur ding the grand opening.
21. Extend hours for grand opening.
22. Have a contest, raffle, or door prize system set up is a great way to attract customers to your celebration.

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23. Solicit local neighboring stores to swap coupons, which will be, pass out at the grand opening in exchange for posting signs about your grand opening.
24. Have a food drive for a local charity.
25. Make business cards, refrigerator magnets or promotional item available to the customers.
26. Advertise the grand opening on store hold button message.
27. Hire students to pass out fliers.
28. Place large inflatable in highly visible locations.
29. Add balloon decoration to spice up the store.
30. Buy radio airtime on local radio station and broadcast live from the grand opening.
31. Use Twitter or Facebook to make announcements about your grand opening.
32. Advertise the date and time of the grand opening on Craigslist.com.
33. Send out invitations through Evite.
34. Send out press release regarding event through online press release services.
35. Join your local Chamber of Commerce and ask them to make an announcement to their members.

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## Closing Acknowledgments

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<http://www.grandopeninghelp.com/2009/04/35-creative-tips-for-a-successful-grand-opening/> and leave me a comment.

Thanks much for you input.

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