



## *jane iredale*® Events

- **Support:** We are here to provide assistance to ensure a successful event.
  - Your local *jane iredale* Sales Consultant:
    - May attend one event yearly for a **maximum of three hours** when they are given the opportunity to negotiate event dates
    - Will offer support to your staffs' Makeup Artist/Esthetician by providing a group lecture, assist staff with color selections and encourage retail sales for a **maximum of three hours**
  - *jane iredale's* Customer Relations Team will be contacting you via phone and/or email to help streamline the event
- **Helpful Hints for a Successful Event:** *Review our "2008 Event Book" for event ideas and helpful hints*
- **Assign makeup assistant(s) for all artist(s):** by assigning an assistant we can be assured the event will run smoothly. This role will include help with recording information on the "Prescription Pad", makeup station set up, makeup application, product retrieval, brush cleaning and Displays and/or product merchandising throughout the event. Some details to make note of are:
  - Maintain area with plenty of disposable tools, clean brushes, tissues, trash can and fresh testers.
  - Scheduling Guests:
    - Book application appointments with your in-house makeup artist(s) every 30-minutes
    - Secure appointments with credit card to secure time slot (24-hour cancellation required)
    - Receptionist suggests event bookings to clients upon check out of all services
    - Have "waiting list" in case of cancellations
- **Gifting Program:** Our accrual program was designed to help maintain displays and general marketing materials. To ensure event success, we have expanded the program to include an event gifting program for all accounts that register to participate in a "*jane iredale* Event" of 5% of the order placed in gifts.
  - \$1,000 Retail Purchase = \$50
  - \$1,500 Retail Purchase = \$75
  - \$2,000 Retail Purchase = \$100

***The following form must be completed and returned to your Sales Consultant at least 6 weeks prior to your event.***



jane iredale® Event

**Telephone/On-site Registration Request (6-weeks advanced notification required)**

Account Name: \_\_\_\_\_ Account Number: \_\_\_\_\_

Physical Event Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

On-Site Event Coordinator/Primary Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Sales Consultant's Name: \_\_\_\_\_

When was your last *jane iredale* supported event? Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

List three day/date/time options starting at least 8-weeks from today: **(3-hour maximum attendance for Sales Consultant)**

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_

Number of Guests Being Personally Invited: \_\_\_\_\_ (i.e. mailed invitations and/or phone calls)

Marketing Tools (Printing needs can be fulfilled on-line using our wholesale members site at [www.Janelredale.com](http://www.Janelredale.com) in the "Market Center")

Which marketing tools will you be purchasing from the Market Center: \_\_\_\_\_

Chosen Event Inventory Order: (Retail order must be submitted at **least 2 weeks** in advance... Products are non-returnable)

Our accrual program was designed to help maintain displays and general marketing materials. To ensure event success, we have expanded the program to include an event gifting program for all accounts that register to participate in a "*jane iredale* Event" of 5% of the order placed in gifts.

\$1,000 Retail Purchase = \$50     \$1,500 Retail Purchase = \$75     \$2,000 Retail Purchase = \$100

Name(s) of staff Makeup Artists/Estheticians to be showcased and promoted during event:

**Registration Form must be completed and returned to your Sales Consultant at least 6 weeks prior to your event.**