

Activity type	Concept	Objective	Example
<b>1. Private sales and VIP events</b>	Invite a select group of loyal customers to enjoy an exclusive experience.	Strengthen relationships with your most valued customers by offering exclusive promotions or previews.	Launch a new fashion collection with exclusive early access before the public release.
<b>2. Pop-up stores and temporary stands</b>	Open pop-up stores or temporary stands in targeted locations to test new markets or promote a product.	Create a sense of scarcity and urgency while attracting new customers.	Set up a booth in a shopping mall during the sales season.
<b>3. Workshops and product demonstrations</b>	Host live demo sessions where customers can see and try products in action.	Showcase the product's advantages and create direct interaction with customers.	A makeup workshop in a beauty store or a cooking demonstration in an appliance store.
<b>4. Fashion shows and presentations</b>	Organize a fashion show to showcase new collections or highlight flagship products.	Create a visual, immersive experience that highlights the brand's style and image.	A fashion show in a ready-to-wear boutique presenting the new looks for the coming season.

## OPENCLASSROOMS

<b>5. Fun or themed activities</b>	Set up interactive activities tied to a specific season or theme.	Attract customers through an entertaining and immersive experience.	Christmas event featuring Santa Claus photo opportunities.
<b>6. Meetings with experts or influencers</b>	Invite an expert or influencer to meet customers and share advice or opinions about the products.	Build trust and create excitement around the presence of a well-known figure.	A makeup session with a beauty influencer or a decorating workshop with an interior designer.
<b>7. Product launches with entertainment</b>	Organize a product or collection launch event with demonstrations and early-buyer perks.	Create buzz around the launch and drive a strong flow of customers.	Launch of a new smartphone featuring live demonstrations and exclusive offers for attendees.
<b>8. In-store contests</b>	Set up in-store games or contests to encourage customer participation.	Increase customer engagement and motivate them to explore the store.	In-store treasure hunt or selfie contest featuring the products.

## OPENCLASSROOMS

<b>9. Open houses or special days</b>	Organize special days when customers can go behind the scenes, meet the team, or enjoy exclusive discounts.	Strengthen customer relationships and promote a transparent brand image.	Open house at a clothing workshop or discovery day with exclusive discounts.
<b>10. Musical and artistic performances</b>	Add an artistic touch to the in-store experience by inviting musicians, DJs, or artists to perform in the sales area.	Create a welcoming atmosphere and draw in passersby.	In-store live concerts or exhibitions by local artists.
<b>11. Special offers with highlights</b>	Organize key moments like happy hours offering special discounts for a limited time.	Create a sense of urgency and encourage immediate buying.	Exclusive discounts from 6 p.m. to 8 p.m. during an in-store shopping event.