



Zoomin Groomin Event Guide

When should you do events?

1. As soon as you get your van or if you are getting a NEW van! Get those schedules filled!
2. If you are noticing a decrease in your bookings or you are not booking a solid 3-4 weeks out, we recommend scouting your local area for events that would be ideal for your clientele!

Who should be at the event?

1. For pre opening events, we recommend having one of your top groomers there to offer nail cuts or to simply answer any questions that your prospects may have.
2. We also recommend that you attend to connect with your community, let them know your passion behind your business!
3. You and your team should be wearing your Zoomin Groomin Gear - Stand out in the Crowd!
4. If you have the [Zoomie Costume](#) throw it on, this is a great opportunity to attract families

What services should we offer at this event if we have a groomer present?

1. Depending on the volume of attendees at the event, we recommend nail clippings or if time allows, bath and blowouts.

How do I sign up new clients at the event if we are just starting out?

1. Have your iPad ready to go to schedule their first groom!
2. QR Code to invite them to follow your social pages, even if they are not pet parents!
3. Hand out Magnets with your business card attached

What should we bring to the event?

1. Dog Treats and Water for the Dogs
2. Zoomin Groomin Swag to Give Away
 - a. [dog scoop bowls | Promotional Products by 4imprint](#)
 - b. [Tennis Ball 120420 : 4imprint.com](#)
 - c. [Personalized USB Charging Cables for iPhones & Android at 4imprint](#)
 - d. [dog scoop bowls | Promotional Products by 4imprint](#)
2. Zoomin Groomin Tent and Table
 - a. [Zooming Groomin \(prinomo.com\)](#)
3. If you have the space and your van is not booked on that day, be sure to park your bright, big, beautiful, blue van to show off!
4. Raffle off a free bath or groom!