

Influencer in-store event

Date: July 23, 2026

Timeline

14:00 – 15:00 Store Transformation and Visual Setup

Event production staff set up photo backdrops, lighting rigs, and branded display units across the retail store floor. Visual merchandising elements are positioned to optimize social media shareability.

Location: Flagship Retail Store Floor

15:00 – 15:30 Host and Staff Briefing

The brand team meets with store associates and host influencers to review talk tracks, campaign hashtags, and event schedule. Team members receive final assignments for guest engagement and coverage.

Location: Staff Lounge

15:30 – 16:00 Influencer Arrival and Check-In

Invited creators and media guests arrive at the entrance to receive VIP credentials and event schedules. Hosts welcome attendees with personalized branded merchandise.

Location: Store Entrance Lobby

16:00 – 16:30 Welcome Drinks and Social Mixer

Guests mingle over artisanal mocktails and hors d'oeuvres in the freshly styled retail space. Ambient music sets an energetic tone for networking and content creation.

Location: Main Store Floor Bar

16:30 – 16:45 Brand Keynote Speech

The Brand Director delivers a brief presentation highlighting the inspiration behind the new product line. Key features are announced to kick off the live stream coverage.

Location: Center Stage Display

16:45 – 17:30 Interactive Product Experience

Influencers participate in hands-on product customization stations and interactive testing stations. On-site specialists assist creators in designing custom items for their channels.

Location: Experience Zone

17:30 – 18:15 Live Broadcast and Photo Booth Sessions

Featured influencers host live broadcasts at professional ring-light stations throughout the store. Event photographers capture high-resolution portraits and group shots for press release assets.

Location: Media Lounge

18:15 – 18:45 VIP Gift Bag Distribution

Guests receive curated luxury gift packages featuring exclusive pre-release items. Influencers record unboxing moments in specially lit content nooks.

Location: VIP Gifting Suite

18:45 – 19:15 DJ Set and Evening Celebration

A guest DJ performs a high-energy set as attendees celebrate the successful collection launch.

Drinks and final networking sessions continue across the main floor.

Location: Main Store Floor

19:15 – 19:45 Event Wrap-Up and Venue Strike

Guests depart as the operations team dismantles temporary lighting equipment and stage fixtures.

Store associates reset the sales floor for regular business hours.

Location: Flagship Retail Store Floor