

Shopping center activation

Date: July 23, 2026

Timeline

09:30 – 10:00 **Grand Activation Welcome**

Kick off the mall activation day with welcome speeches from center management and local dignitaries. Attendees enjoy opening fanfare and preliminary event announcements.

Location: Central Atrium

10:00 – 10:30 **Anchor Store 1 Grand Opening**

Celebrate the official launch of the premier department store with a ribbon-cutting ceremony. Early shoppers receive exclusive discount coupons and welcome gift bags.

Location: North Wing - Store 101

10:45 – 11:30 **Acoustic Live Music Performance**

Enjoy a relaxed morning acoustic music set performed by local talent to entertain shoppers. Background melodies build a welcoming ambiance throughout the concourse.

Location: Central Atrium Stage

11:30 – 12:00 **Mystery Voucher Giveaway**

Gather at the main activation stage for the first big giveaway session of the day. Lucky visitors spin the prize wheel to win shopping vouchers and store prizes.

Location: Central Atrium

12:00 – 13:00 **Gourmet Food Sampling**

Explore culinary offerings from participating food court vendors and restaurants. Visitors can sample complimentary signature dishes and refresh themselves before afternoon events.

Location: Dining Plaza

13:15 – 14:00 **High-Energy Street Dance Showcase**

Watch a dynamic urban dance troupe perform energetic choreographies across the main concourse. Spectators are invited to participate in a short, fun mini-dance workshop afterward.

Location: South Court

14:00 – 14:45 **Anchor Store 2 Electronics Hub Launch**

Unveil the new flagship electronics center featuring live product demonstrations and VR experiences. The first 100 visitors receive branded merchandise and promotional tech kits.

Location: East Wing - Store 205

15:00 – 15:45 **Family Illusion & Magic Show**

Bring the whole family to enjoy an interactive magic and illusion performance on the central stage. Kids and parents alike can participate in stage tricks and receive balloon art.

Location: Central Atrium Stage

16:00 – 16:45 Free Ice Cream & Treat Giveaway

Beat the afternoon heat with complimentary artisanal ice cream and sweet treats. Present any shopping receipt from the day to claim your free gourmet dessert.

Location: Promenade Plaza

17:00 – 17:45 Anchor Store 3 Launch & Runway Fashion Show

Celebrate the opening of the luxury fashion anchor store with a stylish catwalk presentation. Models showcase the season's top trends accompanied by a live DJ.

Location: West Promenade - Store 310

18:00 – 19:00 Evening After-Hours DJ Party

Unwind during the evening shopping rush with live electronic DJ sets and mocktail bars. Visitors enjoy upbeat soundscapes and special night-owl store discounts.

Location: Central Atrium

19:00 – 19:30 Grand Prize Raffle & Closing Ceremony

Conclude the activation event with the announcement of the grand prize raffle winner. Mall management thanks shoppers and participants for joining the celebration.

Location: Central Atrium Stage