

Trade promo campaign

Date: July 23, 2026

Timeline

09:00 – 09:30 Launch Phase: Trade Campaign Strategy Briefing

Gather internal sales leads and regional trade partners to review the official launch parameters and promotional incentives. Key performance indicators and target sales metrics will be established.

Location: Executive Conference Room A

09:30 – 10:30 Launch Phase: Keynote Launch Presentation

Deliver the official campaign presentation to retail partners and media representatives. Highlights include exclusive product discounts and point-of-sale display commitments.

Location: Grand Ballroom

10:30 – 11:15 Launch Phase: Merchandising & POS Display Demonstration

Demonstrate the interactive promotional displays and point-of-sale marketing kits to participating store managers. Interactive walkthroughs allow partners to see optimal placement strategies.

Location: Exhibition Hall A

11:15 – 12:00 Launch Phase: Distributor Agreement Signing

Meet individually with major trade distributors to finalize promotional volume commitments and channel contracts. Executive signatures formalize the initial launch phase obligations.

Location: VIP Lounge

12:00 – 13:30 Launch Phase: Trade Partner Luncheon

Host a seated networking lunch for key commercial partners and key account managers. This allows open discussion regarding initial order placements and launch expectations.

Location: Hotel Main Dining Room

10:00 – 10:45 Mid-Campaign: Mid-Term Performance Review

Review two-week sales performance data and channel sell-through rates with regional directors. Strategy tweaks and stock re-allocation will be addressed based on real-time feedback.

Location: Conference Room B

10:45 – 11:30 Mid-Campaign: Retailer Incentive & Prize Distribution

Distribute mid-campaign performance bonuses and promotional gift bundles to top-tier retail workers. This session boosts seller morale for the remaining half of the promotion.

Location: Exhibition Hall B

11:30 – 12:30 Mid-Campaign: Partner Coffee & Feedback Roundtable

Hold an informal feedback session over coffee to gather retailer feedback on customer response and stock levels. Insights gathered will inform the final push strategy.

Location: Terrace Cafe

15:00 – 16:00 Closure Phase: Final Campaign Results Presentation

Present comprehensive sales figures, total reach, and ROI analytics achieved during the promotional campaign. Stakeholders review overall performance against initial benchmark goals.

Location: Grand Ballroom

16:00 – 17:00 Closure Phase: Top Performing Partner Awards

Recognize outstanding retail partners, top sales representatives, and best-performing stores with official awards. Trophies and grand prizes are awarded to top contributors.

Location: Main Stage

17:00 – 18:00 Closure Phase: Campaign Wrap Toast

Raise a glass with all participants, distributors, and staff to celebrate the successful conclusion of the trade promotion. Executive leaders deliver brief closing thank-you remarks.

Location: Rooftop Lounge

18:00 – 20:00 Closure Phase: Trade Gala & Farewell Party

Conclude the three-part event schedule with an evening gala featuring live music and dinner for all attendees. Guests network casually to wrap up trade relationships.

Location: Banquet Hall