



Shoe Guys Checklist

Five Months Out

- Send invite to participate

Two Months Out

- Confirm all Shoe Guy volunteers (minimum 15)
- Gather all their contact info-email -cell phone #-shirt sizing

Six Weeks Out

- Confirm the all-black uniform with each SG. Standard uniform is: short sleeve fitted black crew neck shirt, black pants, black shoes
- Ask each SG for his size (S-M-L-XL-XXL)
- If shoe guys are sponsored, get logos and discuss placement with sponsor
- Plan pre-event Shoe Guy event

Five Weeks Out

- Order silver trays from rental company (1 for each SG)
- Order T-shirts

Three Weeks Out

- Hold Shoe Guy pre-event gathering
- Create Shoe Guy poster

Two Weeks Out

- Shoe Guy email Information packet should contain the following;
 - Cell phone contact info for day of event
 - Directions to the event, as well as instructions on parking
 - SG the art of wine and shoe pairing presentation
 - Check in time-location to meet-recommend at least 30 mins before event
- Do you want to create a contest where the SG who sells the most wine wins a prize?
Ask WWS about the Sarasota contest
- If there is a seated live auction with sponsor tables, you can designate 1 SG to pour wines at each table and keep attendees happy

- If there is a seated portion of the event (live auction + fashion show), are there tables and if so, do you want to assign 1 SG to each table to assist with wine service?

Day of Event

- Assign 2-4 SG's to stand at event entry, to greet guests
- Fashion show practice (if SG's are involved)
- Give them the pep rally 15 mins before the event to teach them how to engage guests and wax poetic on fine art and shoe pairing.

Shoe Guy marching orders for the day:

- Need to keep their merchandise "fresh" on their trays and switching out their shoes/etc every 10 minutes or so. The goal is to feature as much as possible throughout the event
- Make certain the SG's are not hanging out with each other instead of engaging the guests. Encourage them to mingle
- Make certain SG's help promote the wineries "Have you tried the Chardonnay by so-and-so, it's really sensational and pairs nicely with your stilettos!"
- Make certain SG's are not drinking excessively. SG's need to be at the top of their game!