



# SHOE GUYS!

We suggest printing this page to use on the day of your event!

## IMPORTANT SUGGESTIONS:

1. Best practice- Hold a rehearsal/walk-through the night before or early day of, so that Shoe Guys can get the lay of the land and learn their posts.
2. Best to have Shoe Guys arrive one to two hours prior to start of event for placement, extra hands on deck and to make sure everyone shows up and is looking good!
3. One Shoe Guys to every 10 guests is a good rule of thumb, but this number depends on your venue and logistics.

## ASSIGNMENTS FOR 25 GUYS:

**Greeting/Arrival Areas:** *First, 30 to 45 minutes!*

- 2 at elevator/stairs greeting/valet
- 2 handing out glasses writing names on glasses

*Note: The four Guys greeting and handing out glasses will rotate in once that is done and do something else.*

### Marketplace:

- 4 - 6 - selling raffle tickets (KTC/Wall of Wine/ Keys to the Cellar)
- 2 - assigned to silent auction tables promoting lots to the bidders
- 2 - assigned to live auction lots walking the room with lot display on trays -- need to make double of these displays
- 1 - assigned to live auction table promoting lots to bidders
- 10 - assigned to vendors
- 2 - extra guys can float as needed

### During Seated Portion of Program:

All Shoe Guys report to Stage for Intros and Swag distribution. This timetable will very based on Run of Show.

- 8 - assigned to VIP tables
- 2 - assigned to VIP rows, pouring wine
- 4 - assigned to helping pour wine
- 4 - assigned to promote bidding and
- 4 - assigned to thank bidders and put feather boa around her neck  
(The ones associated with the auction lots will come up on stage)
- 3 - 4 assigned to walking the Best in Shoe winners on stage

### Check-Out:

- 4 assigned to taking silent items to people's cars

### Training Your Shoe Guys:

- Many of your shoe guys will have multiple day of roles. We suggest using an Index card for each shoe guys that includes timeframes and responsibilities for the day. This allows the gentlemen to keep the card in their pockets for reference.
- Train on your charity's mission. Give each guy a different talking point to use with guests as they work the event. The more educated everyone is on what the charity does, the better.
- It really works to give each Guy a single talking point for them to remember the day of the event. We find it's much easier for people to remember a single point rather than general information. How it works is you all create 10 -15 talking points and put one each on a strip of paper, sort of like a fortune cookie fortune but bigger, then give each Guy one to make their own. The Shoe Guy weaves that single point into his conversation through out the event.