

November



Ad Hoc Press Release – Childhood Memories

The purpose of this release is to communicate that much more than pictures can be framed. Focusing on toys and memorabilia from childhood it aims to encourage people to use their creativity to find items that can be enhanced, and preserved, by framing.

Supporting documents

- [Template press release](#)



In Store Event - Art Valuation Event

Forge links with a local antique dealer/ art expert and invite people to bring along their pieces of art for a free valuation and advice on restoration and conservation. Think about offering drinks and light refreshments to give a more relaxed atmosphere.

This offers an ideal opportunity to introduce yourself to new customers who have never visited your store before, and to generate sales by offering restoration services and conservation framing.

Supporting documents

- [Template invitation letter for customers](#)
- [Template diary note for local media](#)



Competitions – What Christmas Means To Me

Competition to capture the festive season with photographs of what Christmas means.

Supporting documents

- [Template competition copy](#)