

December



Seasonal Press Release – Christmas Gifts

Christmas is just around the corner and virtually every newspaper and magazine will run some sort of Christmas gift or shopping guide.

The purpose of this story is to firstly, encourage people to think about alternative gift options and secondly, to highlight the importance of using the correct materials when framing sentimentally valuable items.

People are always looking for something more inspirational than socks and bubble bath. The purpose of this story is to firstly, encourage people to think about alternative options for Christmas gifts for friends and family. And secondly, to highlight the importance of using the correct materials when framing sentimentally valuable items which you will want to keep for many years.

Supporting documents

- [Template press release](#)



Seasonal Event - Christmas Family Photo

In-store events are a good way of getting visitors into your shop, particularly those who may not have thought of paying you a visit before. One idea is to host a professional photographer for people to come in and have family photographs taken as keepsakes or Christmas gifts for relatives. You can either charge a small fee or offer them free to encourage visitors (you will have to cover the cost of the photographer but you can probably negotiate a deal in exchange for promoting his services). You can then combine this with a sales promotion for framing the finished photograph. Make sure you have plenty of examples on display on the different framing designs and options available.

Supporting documents

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



Competitions – Spread Some Christmas Cheer

Competition to capture the funniest festive moment with winning photo framed and displayed.

Supporting documents

- [Template competition copy](#)