

# EVENT CASE STUDIES

2019





AVENTURA  
PARKSQUARE  
**SUMMER FUN DAY**

*June 2, 2019*

*Aventura Park Square is a mixed-use project in Aventura, Florida with a residential, retail and hotel component.*

*BoardroomPR was asked to create a public event to introduce the recently finished project to the community so people could experience the lifestyle and learn about buying opportunities. BoardroomPR created the idea of a Summer Fun Day that drew 300 people, mostly families from the local area.*

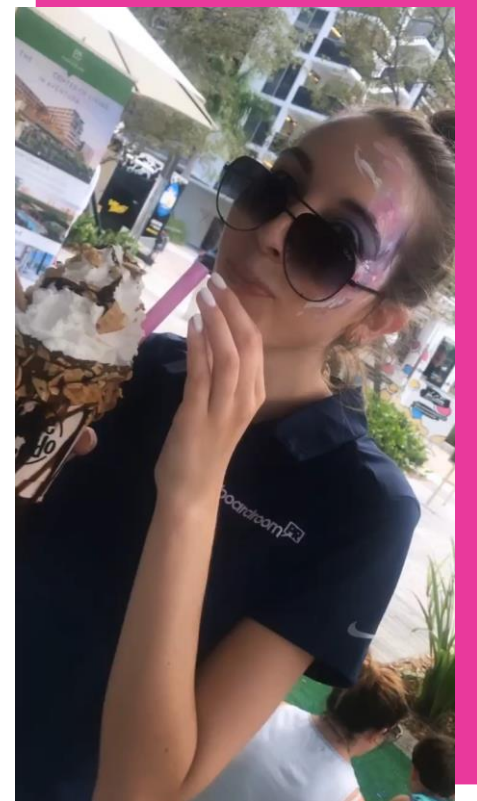
***Objective(s):***

- *Generate new leads for the new residential sales*
- *Create awareness with the community and highlight Aventura ParkSquare's retail tenants and local businesses*
- *Showcase the health-centric mixed-used development as a family friendly location*

# ACTIVITIES FOR THE KIDS

*With a wide variety of activities offered, from face painting to chess, the children were sure to stay entertained.*

- *Rock painting activity*
- *Write a note of kindness station*
- *Complimentary face painting*
- *Giant chess board game*



# ACTIVITIES FOR THE ADULTS

*An opportunity to enjoy lawn games, music, live entertainment and multiple food trucks, both sweet and savory to curb your appetite, everyone was sure to stay busy.*

- *Booths set up by Aventura ParkSquare tenants; a local non-profit organization, Believe in Kindness; and local businesses such as Dicielo Jewels.*
- *Performers from Michael Krop Sr. High's musical program*



# FOOD EXPERIENCE

- *Brother Mac & Cheese*
- *Alta Vaca Argentinian Grill*
- *Tacos el Mostasho Mexican Gourmet*
- *Dulce Pecado*
- *ThisFruta*



# THE SETTING

*Lounge chairs and tables were placed around the space, artificial grass was placed by the rock painting station for kids to enjoy and the food trucks were parked by the entrance of the development, easily visible to drive-by traffic.*



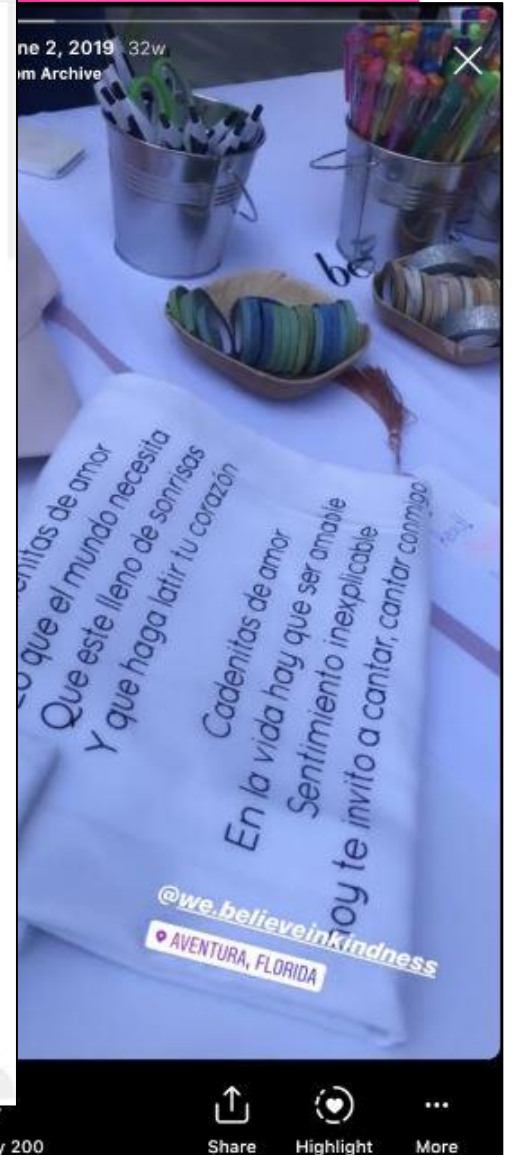
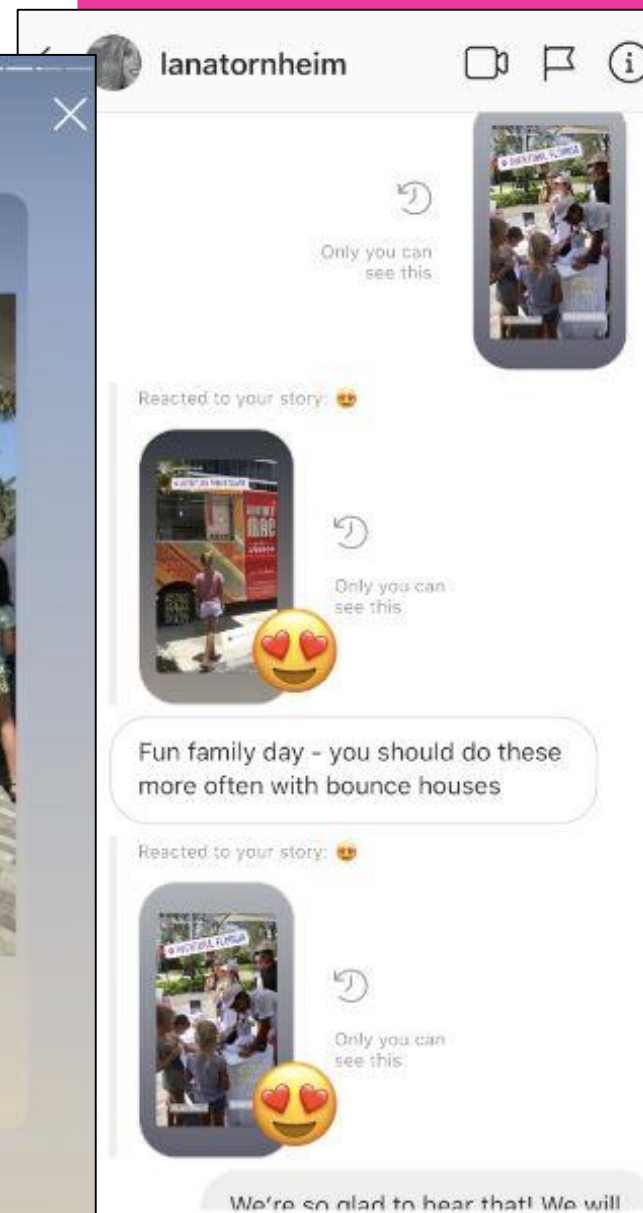
# EVENT PROMOTION & MARKETING

- **Aventura News**
  - *Placed a full-page ad*
  - *Included in one Aventura News e-blast*
- **Aventura ParkSquare Social Media**
  - *Facebook, Instagram, Twitter, LinkedIn*
  - *Facebook groups: Local groups and parent groups*
- **Aventura ParkSquare e-blast**
  - *Broker database*
  - *Recently visited the development*
- **Aventura ParkSquare residents – printed flyers and placed them in the elevators**
- **Created a Facebook Event Page**
  - *486 marked the event as “interested”*
- **Created an Eventbrite**
  - *177 RSVPs*



# THE RESULTS

*After the event, Aventura ParkSquare received roughly 10 leads from attendees requesting tours of the model units and inquiring more information on the development.*





# SIP AND SAVOR

*February 15, 2019*

*Downtown Dadeland is an exciting urban lifestyle destination with a residential component in Miami. It's a vibrant, close-to-home, feel-good place where people can Eat. Drink. Shop. Dine. Exercise.*

*BoardroomPR was asked to create a series of events to generate new traffic to the area to support the local restaurants and residential component. One of those events included the Sip and Savor lifestyle event.*

## *Objective(s):*

- *Drive new traffic to Downtown Dadeland*
- *Showcase the local restaurants and lifestyle*

# BOARDROOM'S ROLE

- *Target “foodies”*
- *Organize tastings of food and cocktails from participating restaurants*
- *Source comfortable outdoor furniture to be placed around the area so attendees could relax and mingle*
- *Book live music*
- *Create invitation*
- *Media outreach*
- *Promote through social media channels*



# FOOD AND DRINKS

- *Zuuk Mediterranean Kitchen*
- *Lime Fresh Mexican Grill*
- *The Brass Tap*
- *Pubbelly Sushi*
- *Ghee*
- *The Brick*
- *Harry's*
- *Barley*



# ENTERTAINMENT

*Local acoustic artists , jam bands and top Miami DJs were selected to entertain attendees, restaurant-goers and shoppers.*



# THE SETTING

*For Sip & Savor BoardroomPR blocked off the road to auto traffic, rented lounge furniture and mood lighting to create an inviting atmosphere. Downtown Dadeland restaurants displayed a special menu of small plates and beverages for guests to enjoy under the stars.*



# EVENT PROMOTION , PR AND MARKETING

- *Created flyer to be promoted on social media channels, and local groups and pages such as NextDoor.*
- *Sent flyer to local business and apartment buildings.*
- *Created and distributed a press release to generate buzz.*



# THE RESULTS

- *Roughly 200 people attended, more than expected.*
- *The event was strategically placed on the restaurants' "slow day," which was on Thursdays. This resulted in generating more business.*

