

Launch Metrics // invite:

Can we change the Sender address?

Do we send the first initial invitation from Scott`s email-address or from Julia and Elke?

If from Scott and people reply he needs to forward us the answers so we can take over....

Answer:

We can sent from each email (Scott,Elke, Julia) and even say if people reply it goes to another email. so Scott and send and people anwer to us.

Senat:

Do we need to present the list of people we would like to invite again to the senat? (15 Journalists & 7 Buyers)

Shuttle:

Busses instead of small cars?

Than we could have 3 bigger groups that do stuff together (three programmms) and we avoid chaos andlost people

Does Mercedes provide busses too?

Is there parking in front of the Hotel?

Goodies:

Will we have personalized travel bags again? Budget? Sponsors?

Will Designers offer Goodies?

Program / Partners:

When will Partners know what they do when and with whom and where?

Who are the official BFW Partners?

What other players make events during BFW?

Contact person for each one.

Media Kit:

After BFW we send a media kit to the VIP-Guests.

Material from Events, Partners and Designers.

Can be prepared partly in advance and than just needs to be filled with new Material the day after BFW.

Programm:

Prepare 3 different Programs and send it to everyone each morning again by whats app and email, so everyone knows where to be when...

I would make a small res PDF and send so people can zoom in on their phone and have save it their photos or emails.

Puzzle:

Not as many variants as last season.
Prepare 3 different programmes, working title: High Fashion / Avantgarde-underground / Pop / Education&Panels....

We need to sort the names and topics.

There will be a few mandatory big events that every VIP will join

- Opening Evet
- Berliner Salon
- bigger Shows
- Fireside Chat
- Designer Dinner....

And than a few more themed Events with a different Focus.

VIP`s can choose which programm they like to join, just like picking a menue in a restaurant. IF someone wants to switch one program point I am sure thats doable.

Timeline Januar // BFW Guest

Alredy done from Lena/Anne:

- Hotel booking
- There is a List of Restaurants, Menues... nothing booked yet
-

Januar							
KW	Mo	Di	Mi	Do	Fr	Sa	So
52						1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
3	17	18	19	20	21	22	23
4	24	25	26	27	28	29	30
5	31						

10. Jan
Meeting
Scott & Julia

11 - 14. Januar

prepare

Invitation
contact list
whish list of people to invite
from FCG members
(media & buyers)

When do we have the BFW
program?
(Designer, Artists, contact
people, Events)

17 - 18. Januar

Kick-off Meeting mit Senat
(Tanja, Valentin, Scott,
Elke & Julia, Uhura, Press
factory)

final Guestlist Validation

Invite Design/Layout

Questions:

Logos, Guestlist, new Lo-
gos? Design invitation, who
are partners and sponsors)

19-20. Januar

Save the date invite
Prio 1+2

finalize Dinner Location
Catering Service Brunch

Timeline February // BFW Guest

Februar							
KW	Mo	Di	Mi	Do	Fr	Sa	So
5		1	2	3	4	5	6
6	7	8	9	10	11	12	13
7	14	15	16	17	18	19	20
8	21	22	23	24	25	26	27
9	28						

16 - 25. February

Last chance for Events to be included in Guest Program (who does not give exact details, time, venue till then will be excluded)
 Call everyone who we still need information from.
 Call everyone who we still need information from.

mid February

Press Release

21 - 23. February

Follow-up on all Guests

1-11 Feb

finalizing participants for Puzzle & number of cars

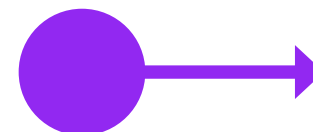
get as many Events, locations, shows, exhibitions, shops details as possible to start sorting Program

7-11 Feb

Move on to invite Guests from Prio Group 3

follow-up to invited Guests Prio 1 + 2

Ongoing Process with Anne: transport reservations



When do we need the final list of guests? When do we start to contact the ones that are not our #1 which guests to get the 25 people???

Timeline March // BFW Guest

März							
KW	Mo	Di	Mi	Do	Fr	Sa	So
9		1	2	3	4	5	6
10	7	8	9	10	11	12	13
11	14	15	16	17	18	19	20
12	21	22	23	24	25	26	27
13	28	29	30	31			

Ongoing Process with Anne: transport reservations

