



JCPenney

SUIT-UP EVENT



Event Handbook

Overview:

JCPenney College Suit Up is a collaborative event with Universities & Colleges to provide students a special shopping event for career wear with exclusive discounts not available to the public. The collaboration benefits:

Universities/Students

- Students shop for quality professional dress at extremely affordable prices.
- Increased connection between students and school as faculty and staff assist students with shopping at this crucial point and relationships with local stores.

JCPenney

- Increased loyalty by providing assistance to students at a crucial point in their lives. Students need professional dress for important life events.
- Awareness of what JCPenney has to offer

Roles and Responsibilities

JCP Home Office: Work with Buyers/Allocation to increase inventory in key career wear. Build marketing flyers for the University. Produce & ship student coupons to store. Request Staffing & FM. Collect feedback for improvement.

University/College: Communicate and market the event to the students. Provide volunteers to check in students. Optional: Provide transportation, scholarships for suiting, volunteers to assist students with fitting, provide school mascot for photos, fun, etc

GM / Stores: Reach out to the University and set up time to pre-walk store. Designate entrance, check in areas, responsibilities of volunteers. Plan staffing. Introduce students to JCP Rewards, Salon & Sephora & Portrait Studio (where available). Provide refreshments. Make the event fun.

Corporate Contact Info:

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UNIVERSITY / COLLEGE SUPPORT MATERIALS

Marketing

- See Marketing Best Practices next 2 pages

Store Walkthrough

The walkthrough allows the school and GM to collaborate on making a fun/successful event, including:

- Determining the entrance for students, location of tables/chairs for check-in, discuss any needs for electricity or WiFi. Note: Not all stores have WiFi.
- Merchandise: Walk all of the Suiting/Dress areas and get a feel for the store layout.
- Volunteers: Discuss ideas on potential volunteers.
- Fun: Discuss initial ideas like measuring stations, raffles, refreshments, mascots, cheerleaders, etc
- Services: discuss ideas with store on involving their Sephora, Salon, Portrait & Rewards team(s).

Volunteers

Volunteers are important to checking in the students. In addition to checking in students, many Universities like to provide optional additional support to their students, including:

- Check in / Welcoming the Students and their Families
- Assist Students with picking out that perfect career ready outfit
- Providing directions to Men's, Women's, Restrooms, Sephora, Raffle entry location, etc.
- Assist at the measuring station and writing up the students measurements
- Fun things like having the University mascot or band members attend

Suiting Scholarship Ideas (Optional)

Some schools secure provide suiting scholarships by securing funding through their foundation / private donations. This is an optional program where students can apply for a scholarship in the form of \$100 or \$200 gifts (grants, gift cards, vouchers) by either:

1. Earning points by participating in various Career services activities such as resume review, practice interview, career fair prep activities, professional head shot. Points are used to qualify for a gift card to use with Suit Up.

OR

2. Students apply for a scholarship online by writing paragraph describing their need. Career center staff make a decision based on # of entries vs # of scholarships available.

EXTRA 40% OFF / MERCHANDISE SELECTION

Extra 40% off* Men's & Women's Career & Dress Apparel, Shoes and Accessories in store and online.

Extra 40% off select Men's Suiting, sport coats, dress shirts, dress pants, ties, belts & dress shoes.

Extra 40% off select Women's Worthington and Liz Claiborne career apparel and dresses, national brand dresses, belts, scarves, dress shoes and intimate apparel. Offers good in store and at jcp.com, excluding taxes and shipping charges. Can be combined with earned My JCPenney Rewards and Credit Card new account in-store discount.



NOTE: Students and their families, first year Alumni and all faculty 'volunteers' are welcome to participate in this offer.

Marketing Best Practices (Part 1 of 2)

Note: These best practices shared by a school that had 1200 Students turnout for their Suit-Up Event

We marketed this event pretty aggressively in our center, we:

1. Posted flyers
2. Posted 4-5 times on social media. i.e. Via Facebook and Twitter.
3. Emailed all departments, academic advisors, and student affairs teams,
4. Placed ads in the student newspaper
5. Placed ads in the daily student newspaper's email
6. Chalked around campus the two weeks leading up to the event
7. Set up email drip campaign starting two weeks out and leading up to the Friday before the event

In addition, we worked to build partnerships around campus to get the word out.

1. College of Business was on board and posted their own social media campaign.
 - a. Note: Business hosted Mock Interview Days starting the day after this event, so the timing worked well.
2. Our Communications department posted their own social media campaign.
3. Veterans posted a poll asking if employers pay attention to appearance, then after the poll closed showed the answer (a resounding yes!) with information about the Suit Up.

Our messaging strategy was:

1. Family and friends can attend, even though everyone needs to share the same coupon.
 - a. This worked well for us because a lot of parents/family members came to help student shop.
2. 40% off was only on career wear, but you could shop and buy anything in the store
3. You can shop while the store is less busy (i.e. only our students will be there)
4. We told faculty & staff they could come and shop – which brought about faculty/staff buy-in so they promoted it more to their students in the classroom and in their workspace.
(Note: The Extra 40% off is Exclusive to Students, 1st year Alum and Faculty/staff volunteers)
5. Other Incentives, included having our Mascot or Cheerleaders attend.

All of this combined worked well for us. We were very lucky to have such great timing within the semester and a lot of support from other departments, faculty, and staff.

Marketing Best Practices (Part 2 of 2)

Note: This timeline is a recommend from the longest running Suit-Up. ~600-800 Student turnout

3-4 months prior to Event: Suit Up Kick-off!

- Begin tease on social media, share posters, fliers, and screen ads
- Get the buy in from other groups on campus
- Advisers, Residence Life, Greek Life, Student Life – promote to their populations
- Encourage students to like/join the FB event page, if applicable

2 months prior - Once a week promote event in any preferred medium

- **08 Week Prior** - Share event details via ALL social media mediums
- **07 Weeks Prior** - Share event details via social media
- **06 Weeks Prior** - Share event details via email
- **05 Week Prior** - Share event details via ALL social media mediums.

1 month prior To Event – Final Month to promote

- **04 Weeks Prior** – Check in with other groups on campus. Share event details via all social media mediums.
- **03 Weeks Prior** - Encourage registration via OrgSync via emails/Handshake, etc
- **02 Weeks Prior** - Advisers, Residence Life, Greek Life, Student Life- promote to their populations

Final week

- Career Services will include information in Blitz campaign (Advisers visit classrooms in their respective colleges)
- Advisers, Residence Life, Greek Life, Student Life – promote to their populations and new exec teams in organizations
- College emails and screens, as well as OUMM email and union screens
- Share event details via all social media mediums and encourage "going" on Facebook event

Facebook and Twitter sample posts

Twitter:

- Confidence is key in an interview. Find your perfect outfit and get an additional 40% off with #Suitup (link to FB event or website) (pair with .gif of choice)
- Students can receive extra 40% off already reduced sale priced professional wear at on xx/xx Details: (website or FB page)
- No idea what to wear for an interview? Volunteers can help you pick outfits at an additional 40% off
- Need professional wear? Come to SuitUp on xx/xx! (link)

Facebook

- It can feel overwhelming to shop for professional wear. Come get help from xx volunteers at xx Suit Up AND an additional 40% discount on clothes. (include clothespile picture) (include link to website or Facebook event)
- Students can receive an additional 40% off professional wear Suit Up. Details: (website or FB page)
- Students can receive up an additional 40% off professional wear at Suit-Up on _____.
- Already looking forward to next summer's internship? You'll need a suit for that! Come to xx on _____ where students can receive an additional 40% off professional wear. (website or FB page)