

Party Planner Workbook



WALDEN
HYDE

Welcome!

IT'S TIME TO FIGURE OUT HOW YOUR BRAND CAN STAND OUT.

As a thank you for being a friend to Walden Hyde and supporting us as we've grown to be the strategic creative agency behind some of the world's most iconic outdoor, ski, hospitality, active lifestyle, and natural food brands, we're giving away this party planner workshop. This is the definitive guide to building a brand that's loved and stands out, regardless of the competition.

To make the most of this workbook, here are some tips to help you:

PRINT THIS WORKBOOK

To tap into your creative resources and get out of patterns of working on the computer, print out a copy of this workbook and write your answers. Or, you can download this file and type your answers directly into the editable PDF.

FILL OUT THE EXERCISES

We hear brands say all the time that they need help refreshing or redefining their brands in a way that makes sense across departments. While our special offer to work with your team is the best way to get everyone on board and move quickly toward the results you need, working through these exercises with your whole team will help you get far and begin the process.

Take your time with each section. Your answers will guide the choices you make—for your brand, for your campaigns, for your packaging, for your products and services, for your sales, and even for your approach to the competition.

Building a brand doesn't have to feel like a chore. So join the party and let's get going!

Party Prep

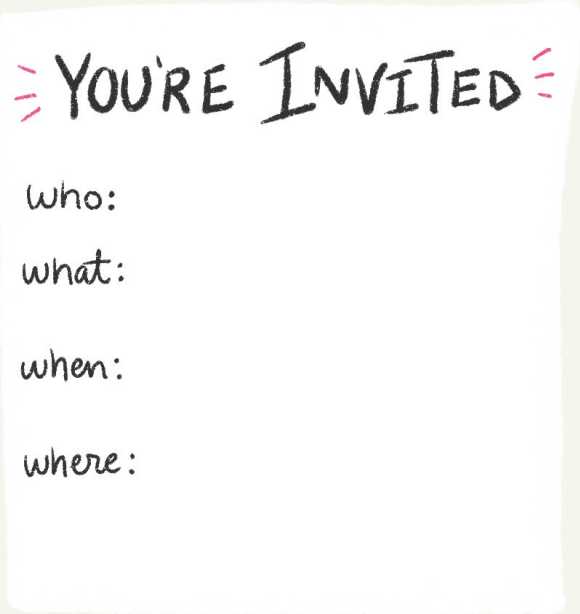
Who is hosting the party?

Think about your brand's personality in words like, "offbeat, meticulous, adventurous, luxe, down-to-earth, etc."

Pick three and write them below:

- 1.
- 2.
- 3.

What information do you* include on your invitations? What's the necessary information they need to join? What would pique their interest?



What's the occasion for the party? Are you building relationships, or launching a new idea into the world. Do you have something special that you want people to know about?

Pick one focus for this party.

*Note: "You" refers to your brand throughout this party planner workbook.

Your Party

Where are you hosting?

At your house? At a park? By a stream? At a lake? In your workshop? Your backyard? Maybe you're camping or maybe you're in a lodge. What feels right for your brand, as a person, hosting a party?



What's the ambiance like?

Are there decorations? What music are you playing? What are you serving for food? Drinks?



What are you and your guests doing?

Playing games? Dancing? Baking together? Hanging out apres ski? Tailgating?

What are people talking about?

What shared interests do you have with your guests? What do you need to know about your guests to keep them engaged?

Guest List

Who would you want to invite? Why?

Why would they be interested in your party?



What do your guests like about you?



Who shows up?

Who fits in, but isn't exactly like you?

Who has the most in common with you?

Why do these people come?

No Shows?

What would make them too busy to come?

What's going on in their lives?



Go back to your invitation. Is there anything on there that's confusing? Are you overwhelming them with too much information? Not enough to connect with why they should come?

Are there any fears or worries they have about making the decision to come to your party?

Hint: money, time, convenience, making the right decision between your party and someone else's...

Imagine your website is the way they get to your party. Is there anything on there that would cause them to get lost? Turn back home and just stay on the couch?

What needs to change to make it super easy for them to say yes, come to your party (buy), and have a good time?



Competing Parties

List 2-3 brands that are having similar parties. Next to each, list how their parties are different from yours.

*Do they look different? Have a different vibe? Sound different?
What's the same and what's different?*

Why would a guest go to their party instead of yours?

Why would a guest go to your party instead of theirs?

What about a guest that would go to your party and their party?

What would make them choose to visit both for different reasons?

The next morning

What are your parties known for?

Write a text a guest would send a friend about the party. What would they say? What would their friend ask as a follow up?



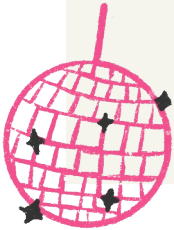
What would make the guests come back next time?

What would make the guests want to bring a friend?

See you
Soon!

Extra party favors: party planning team

Name the other members on your team who have a part in making this party happen.
Sales, product development, operations, sustainability.



Do they have a different vision of your brand as a host? Which guests are most important to these other team members? Why?

What would be confusing to them about how to host a party for all of these different guests?

Are you or they confused about what words or design to use to most appeal to the guests? Do they wish you had a list of headlines, phrases, or creative to pull from?



Hip Hip Hooray!

**Do your best to
plan that par-tay.**



Don't worry if you don't know all the answers as clearly as you think you should!

We're here to help. Walden Hyde's signature package, *The Game Changer*, brings everyone on board and sets the course for one clear and strong brand.

You can do it!

Big hugs,

A handwritten signature in black ink, appearing to read 'Robb Shurr'.

Robb Shurr

~~CEO and Co-Founder~~

Party Planner Extraordinaire