

EVENTS & OPPORTUNITIES

ONGOING	SENIOR'S GAMES & MORNING TEA	MUMS & BUBS MORNING TEA	CHILDREN'S STORY TIME	FREE PERSONAL STYLING SESSIONS
	RECOMMENCING 4 AUGUST	RECOMMENCING 5 AUGUST	RECOMMENCING 12 AUGUST	RECOMMENCING AUGUST
	First Tuesday of every month 9:30am-11:30am Level 1, Jamaica Blue	First Wednesday of every month 9:30am - 11:30am Level 3, Panorama Café	Second Wednesday of every month 10:30am - 11:00am Level 2, under the chandelier	Various sessions available See website for details
	OPPORTUNITY: All retailers are welcome to provide offers, bounce backs, samples or experiences for these ongoing events.			
AUG	50TH BIRTHDAY CELEBRATION	50TH BIRTHDAY CELEBRATION: HISTORIC GALLERY TRAIL		FATHER'S DAY GIFTING CAMPAIGN
	<p>Sat 1 - Mon 31 August Centre Wide</p> <p>Indooroopilly celebrates its 50th Birthday with a month long campaign that includes: an in centre photography gallery in partnership with Brisbane City Council and the Historic Society, a 5 day centre wide sale with paid media support, a social media campaign sharing customers' memories of Indooroopilly through the decades, and a PR campaign to resonate with community nostalgia.</p> <p>Target market segment/objective: All segments/ community engagement and sales driving</p> <p>Retailer Opportunities:</p> <ol style="list-style-type: none"> Participation in the 5 Day Sale. Share your special Indro memories with the team. <p>Deadline: ASAP. Please contact marketing.indooroopilly@ampcapital.com if interested.</p>	<p>Sat 1 - Mon 31 August Centre Court, outside Pavement & under the chandelier (Level 2), outside Sportsgirl (Level 3)</p> <p>In partnership with the Brisbane City Council and Indooroopilly Historic Society, the gallery will showcase photographs from the archives to celebrate Indooroopilly Shopping Centre's history. There will also be a fun customer photo opportunity to encourage customers to create moments to share in the celebrations. (10am - 4pm daily).</p> <p>Target market segment/objective: All/ community engagement</p> <p>Retailer Opportunities:</p> <ol style="list-style-type: none"> Tell your customers and encourage them to visit the trail throughout the centre. <p>Deadline: 13th July. Please contact marketing.indooroopilly@ampcapital.com if interested.</p>		<p>Wed 5 - Sun 9 August Centre Wide</p> <p>A 5 day sale will be held in line with the 50th Birthday celebrations to drive centre sales. Over the sale period, 500 donuts will be gifted to customers daily.</p> <p>Target market segment/objective: All segments/ sales driving</p> <p>Retailer Opportunities:</p> <ol style="list-style-type: none"> Submit your offer (in 10 words or less) for inclusion across marketing communication including a printed sales booklet. All participating retailers will have a floor decal installed upon entry to their store. <p>Deadline: 20th July. Please contact marketing.indooroopilly@ampcapital.com if interested.</p>
	<p>Sat 22 August - Sun 6 September Digital campaign and social media competition.</p> <p>A social media campaign to showcase gifting ideas will be created by Style Magazine to drive Father's Day gifting sales, and an online gift guide will be created for the website.</p> <p>Target market segment/objective: Families/ community engagement/sales driving</p> <p>Retailer Opportunities:</p> <ol style="list-style-type: none"> Style Magazine will reach out to retailers and coordinate the collection of gift inclusions for the social media campaign, including giveaways. Provide Father's Day gift ideas for the online gift guide. <p>Deadline: 31 July. Please contact marketing.indooroopilly@ampcapital.com if interested.</p>			
SEPT/ OCT	SCHOOL HOLIDAY ACTIVITY	SPRING SUMMER CAMPAIGN		
	<p>Sat 19 September - Sun 4 October L1 Centre Court</p> <p>We are currently working on a new school holiday activation for September, more details will be released soon.</p> <p>Target market segment/objective: Families/ community engagement</p> <p>Retailer Opportunities:</p> <ol style="list-style-type: none"> Provide us with information on any school holiday offers for communication across our marketing channels. <p>Deadline: 19th August. Please contact marketing.indooroopilly@ampcapital.com if interested.</p>	<p>Early September Digital campaign with in centre promotion.</p> <p>To drive new season fashion sales the centre will launch a fashion campaign including: An in centre sales driving promotion whereby customers spend \$100 or more to receive an Indooroopilly gift card, a social media campaign including content and fashion inspiration from our centre stylists, and the recommencement of our in centre VM program.</p> <p>Target market segment/objective: SINKS and DINKS/ fashion positioning and sales driving</p> <p>Retailer Opportunities:</p> <p>More details on the campaign and retailer involvement will be announced soon.</p>		