



Virtual Events Guide.

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The Crown Estate and *JLL* offer the opportunity to further promote your brands' offerings and tap into the local community by hosting Virtual Events.

In return for this opportunity, all we ask is that an exclusive B2B incentive is offered to the customers within the portfolio.



How to Event.

These events allow your brand to showcase products to our B2B customers. This type of event is ideal for Beauty, Skincare, Tech and Lifestyle brands. They will be hosted virtually by your brand or in collaboration with any other Central London brand. Your dedicated Customer Experience Manager can assist in organising your event, including invite creation and distribution, guest list management, and support in hosting the event.

EXAMPLE EVENT: AUTUMN SKINCARE EVENT

Invite and target audience: 15-20 B2B customers

Host platform: Microsoft Teams or Zoom

What the customer gets: Each participant receives a small samples bag prior to the event, all they need is a computer and a mirror

Overall event host: Brand/store team member guides customers through how to use products with a Q&A after each demo

Customer benefit: Free delivery and gift with purchase or discount

Store benefit: Brand awareness, product placement, online shopping promotion, customer loyalty





Virtual Learning.

These events allow you to share your brand identity with our B2B customers. This can be anything from introducing a new collaboration or brand ambassador, style tips or virtual product insight (software or apps). Ideal for any brand sector, this can be hosted virtually, solo or in collaboration with any other Central London brand. Your dedicated Customer Experience Manager can assist in organising your event, including invite creation and distribution, guest list management, and support in hosting the event.

EXAMPLE EVENT: TECH GURU TALK

Invite and target audience: 30-50 B2B customers

Host platform: Microsoft Teams or Zoom

What the customer gets: an overview of a currently trending tech system, guidance and advice

Overall Event host: Brand/Store team

Store benefit: Brand awareness, product placement, customer loyalty





Makers Upskilling.

This event allow you to promote your brand or products via a makers or upskilling event. This will allow our customers to tap into their creative side while learning something new. Ideal for any brand sector, this can be hosted virtually, solo or in collaboration with any other Central London brand. Your dedicated Customer Experience Manager can assist in organising your event, including invite creation and distribution, guest list management, and support in hosting the event.

EXAMPLE EVENT: CENTRAL LONDON HONEY BEE SOAP MAKING

Invite and target audience: 15-20 B2B customers

Host platform: Microsoft Teams or Zoom

What the customer gets: Interactive DIY workshop – products sent to customers via post prior to the session

Overall event host: Member of the brand's team

Store benefit: Brand awareness, product placement, Q&A, customer loyalty





Virtual Shopping.

This event allows you to showcase your brand's new ranges, launches, etc. to customers and use the opportunity to capture sales. Through providing an exclusive discount or GWP to attendees, you can drive the sales either via phone to the store or through your website.

EXAMPLE EVENT: CHRISTMAS RANGE SHOWCASE

Invite and target audience: 15-20 B2B customers

Host platform: Microsoft Teams or Zoom

What the customer gets: Discount or GWP sent to attendees during/ after the event

Overall event host: Member of the brands team

Store benefits: Brand awareness, product placement, data collection, sales drive, customer loyalty





Secret Sale.

This type of event requires no manpower to host, and there is no limit to the number of attendees. Your Marketing Department can set up a 'hidden' page on your website, which can only be accessed through the URL. Your Customer Experience Manager can create and distribute the invites, targeting particular industries, buildings, companies or employee levels. On the event day, the link is provided to those who signed up.

EXAMPLE EVENT: END OF LINE SALE

Invite and target audience: No limit

Host platform: Via email along with link to sale

What the customer gets: Exclusive discount to end of season/ line products

Overall event host: N/A

Store benefit: Brand awareness, product placement, data collection, sales drive, customer loyalty





Key contacts & Inquiries.

Regent Street



BECKS SHAW

becks.shaw@eu.jll.com

Regent Street



NICOLA JONES

nicola.jones@eu.jll.com

St James's



NADIA AL-SHARIF

nadia.al-sharif@eu.jll.com

St James's



DEBORAH TAMIR

deborah.tamir@eu.jll.com

Reception Co-ordinator



JAY ROMANOVSKA

jay.romanovska@eu.jll.com

