



WAGONEER S DISCOVERY TOUR

Event Hosting Guidelines

JEEP® WAGONEER S

2024 WAGONEER S DISCOVERY TOUR

EVENT HOSTING GUIDELINES RECOMMENDED RUN OF SHOW

WELCOME

Introducing the Wagoneer S Discovery Tour – your dealership's opportunity to deliver an exclusive, premium event for you and your VIP guests. Invite prospective customers to enjoy a carefully curated experience to discover and explore the Wagoneer S.

The Wagoneer S Discovery Tour will provide your guests the opportunity to get up close and personal with this amazing vehicle and will create a brand touchpoint commensurate with the premium experience they will enjoy upon purchasing and owning the Wagoneer S.

Remember: The goal is to get new customers to reserve a vehicle and convert current reservation holders to a sold order if they have not done so already.

The following event-hosting guidelines offer you and your team step-by-step support and recommendations to ensure flawless execution of an event that is memorable and reflects the premium customer experience that your prospective Wagoneer S customers expect.

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PRE-EVENT

Event Marketing

Available at www.wagoneersdiscoverytour.com are various downloadable, print-ready files for you to use as you plan and prepare for your Wagoneer S event. Links to these files are accessible under the RESOURCES section of the website.

These available resources include:

- **Guest invitations**

- Customizable invitation templates can be sent digitally or printed and mailed to guests.
 - Quantity: One (1) pre-drafted, customizable digital file
 - Recommendations:
 - Meet with your team to carefully generate your targeted VIP list; consider giving the customers identified a heads up about the coming invite.
 - Remember, anyone who has placed a reservation through your dealership must be invited.
 - Send invitations to guests at least two weeks prior to your dealership event.
 - Follow-up communication and email reminders should be sent both seven days and two days before the date of the event.

Note: The invitation allows for you to add your dealership logo in the area where the placeholder is labeled “[DEALER LOGO].” For assistance adding your logo (or to remove the placeholder entirely), download the “Invitation Customization Tips” document available in the Resources section of the event website (www.wagoneersdiscoverytour.com).

- **In-store, themed signage, and décor**

- Tabletop Strut cards
 - Quantity: Six (6)
 - Recommendation: display in customer-facing areas (reception, waiting lounge, sales stations, etc.)

- **Website and social media posts**

- Plug-and-play social media copy ready for direct posting on any platform and tailored to pair with themed graphics.
- Pre-packaged, themed graphics to accompany dealer-generated posts.
 - Quantity: Four (4) pre-drafted social media posts (text); four (4) corresponding themed graphics
 - Recommendation: Post content on dealership website and social media platforms beginning at least one week prior to the event

- **LOGOS**

- Various logos for use in communication



Customer Experience (CX) Tips and Recommendations Leading up to Live Event:

- Respect Their Time, Make Them Feel Valued, Set Clear Expectations
 - Personalize the Confirmation Follow-up
 - After each guest has RSVP'd, personalize all follow-up communications to let them know you have received their reply, and they are confirmed on the event guest list.
 - Always personalize your correspondence (e.g., mention their vehicle, reference a recent sales/service visit, have the individual who they have worked with send/sign the note)
 - Provide Clear Instructions in all follow-up Communication.
 - Ensure guests have clear arrival information:
 - When to arrive
 - Where to park
 - Which door to enter (you can inform them that a greeter will also be stationed at the entrance door to guide them)
 - What to expect

Premium Dealership Experience:

Prepare your dealership team to host an exceptional event. Set up a meeting in the days leading up to the event – and then again, the morning of the event – with all those supporting the event.

- Review assignments of who is doing what/when (i.e., setting up, staging, etc.) so staff can plan and ask clarifying questions, address issues, etc.
- Review the names of registered guests – assigning responsibility for each person to research available customer notes to find ways to personalize interactions and demonstrate respect and attention to detail.



DAY-OF-EVENT PREPARATION

Event Materials

The Wagoneer S Discovery Tour Event includes two unique events: one event for the retail staff in the afternoon and another in the evening for VIP consumers.

If you have elected to conduct an event, then you have opted for the base price which includes the following:

- One (1) Wagoneer S vehicle
- One (1) Facilitator
- One (1) Logistics staff member (responsible for assisting with set up, vehicle transport, charging and maintenance).
- Décor kit which includes two (2) pull-up banners and photo backdrop
- Giveaways for the preview dealer event (quantity of 30) and consumer event (quantity of 50).

All marketing support materials are available free of charge in print-ready formats on the www.wagoneersdiscoverytour.com website in the RESOURCES section. These include:

- **Wagoneer-branded Elements**
 - Guest appreciation gifts (50 Fleece blankets)
 - Branded cocktail napkins, plates, and cutlery (for 25 guests)
 - Photo op backdrop
 - Product and Competitive banner.
 - Best-in-Class claims banner.

For dealers who purchased a package offering to enhance their Wagoneer S Event, a kit will be shipped to your dealership in advance of the event with those purchased assets. Onsite personnel will assist in the set up and utilization of the kit contents.

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The complete packages offered for purchase are as follows:

Base Package	Cost
Includes one (1) Vehicle, Facilitator, Décor Kit with two (2) pull-up banners and photo backdrop, giveaways for preview dealer event and consumer event.	\$0
Package Upgrade	Cost
Includes base package plus the below offerings for 25 guests: <ul style="list-style-type: none"> • Wagoneer S Premium Guest Appreciation Gift for 25 guests • Serving Package for 25 guests – Wagoneer S branded napkins, plates, flatware and drinkware 	\$4,050

The following items can be added to any package selected above.

A La Carte Items	Cost
Tabletop display package – includes six (6) strut cards	\$475
Best-in-class Wagoneer S pull up banner	\$875
Premium guest appreciation gift for 25 guests	\$2,575
Serving package for 25 guests – Wagoneer S branded napkins, plates, flatware and drinkware	\$975
Tables & linens package – Three high-top cocktail tables with linens	\$825
Catering package – Premium appetizers (three {3} varieties)	\$1,925
Event catering staff – Two servers to pass and serve appetizers to the guests	\$2,650
Beverage package – Water, sparkling water and sodas for 25 guests	\$550
Premium beverage package – Beer, Wine and Prosecco for 25 guests	\$800
Bartender – Bartender for four-hours to create and serve drinks to the guests	\$2,050
Event Concierge – On-site event host (welcomes guests, manages all caterers and on-site needs and assists with cleanup post event)	\$3,550



Catering Preparation (~90 minutes)

Dealers who purchased a la carte items:

After you have submitted your event package selection, prior to your store's event, a Wagoneer S Event Support Specialist will reach out to your designated dealer contact to review your package and finalize all order details.

While you and your staff are preparing your dealership for guest arrival, your on-site Wagoneer S Event Support Staff will collaborate with you to help with any staging needs and to oversee the arrival and set up of any expected rentals (tables and linens) or catering deliveries.

Uniforms/Staff Dress

We recommend confirming a dress code with your staff prior to your reserved Wagoneer S Discovery Tour date.



Cleaning & Resetting (~30 minutes, complete after vehicle and materials staging)

Once the Wagoneer S is set up in the showroom, it is time to make the dealership shine! Designate staff members that will oversee the finishing touches throughout the dealership prior to guest arrival.

Recommendation checklist:

- Wipe down and sanitize all customer areas (showroom, restrooms)
- Clean and buff all showroom vehicles, inside and out (specifically vehicles near the Wagoneer S and any of the event stations or guest traffic areas)
- Sweep the sidewalks and ensure the parking lot is clean of debris (i.e., trash, cigarette butts, etc.)
- Sweep and mop the showroom floors, leaving enough time for them to dry.
- Ensure all trash cans have been emptied and replaced with a new bag.
- Restock any amenities in the customer lounge.
- Ensure restrooms are restocked with toilet paper, paper towels, etc.
- Ensure ample, open parking spots at/near the entrance.
- If it is raining, have wet floor signage and umbrellas ready to go and easily accessible.
- If able, arrange for showroom windows to be cleaned the day before/morning of the event.
- If able, ensure landscaping is completed the day before/morning of the event.
- If able, ensure all lightbulbs (in signs and around the facility) are operational the day before/morning of the event.

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EVENTS

AFTERNOON DEALERSHIP PREVIEW EVENT:

It is recommended that you run two sessions back-to-back (60 minutes in length) so that you do not clear your sales floor all at once. These sessions are intended to complement the existing training materials available to your staff but also serve as a refresher prior to hosting consumers in your store for the evening.

The event footprint/agenda for the preview is as follows:

DEALERSHIP PREVIEW EVENT AGENDA		
SESSION 1: 1:00-2:00 p.m. / SESSION 2: 2:30 – 3:30 p.m.		
Activity	Duration	Participants
Participant Registration/Sign Waivers	Upon arrival	15 PAX
Welcome & Walkaround	10 MIN	15 PAX
Product Exploration	20 MIN	15 PAX
Customer Range Anxiety Activity	20 MIN	15 PAX
Ease of Ownership Exercise/Close	10 MIN	15 PAX

Appreciation Gifts

At conclusion of the preview event, distribute gifts to the dealership personnel who attended the session (a quantity of 30 branded journal books are included in the base package event kit).

Once the preview event is complete, you should reset and get ready for the evening activities.



EVENING DEALERSHIP CONSUMER EVENT:

Guest Arrival, Check-In & Reception

Your team and dealership are primed and ready to host the VIP consumer event. Now it is time for guests to arrive!

Guest Arrival

Approximately 15 minutes before guests begin to arrive (4:45 p.m. – sample timing), stage two team members, or ‘greeters’, at each entrance to welcome guests. Greeters should:

- Open the dealership’s doors as guests arrive at the event.
- Meet each guest at their vehicle with an open umbrella if raining and escort them inside the dealership.
- “Always acknowledge a guest before they acknowledge you”
 - Use guest names whenever possible and thank each guest for coming.
- Make eye contact, smile, and say hello.
- Introduce guests to the staff waiting inside.

Guest Check-In & Reception

Within the dealership, stage another two team members, or ‘guides,’ inside the guest entrance. The guides should:

- Lead guests to the check-in area.
- Make note of their arrival as you compile a detailed guest list (the formal guest attendance list is a key step so that you and your team can send thank you notes and continue to follow up with your guest’s post-event)
- Offer guests a refreshment as you give them a lay of the land.

The agenda for the consumer event is meant to be flexible and subject to change based on how your individual dealership prefers to run the event. Below is a proposed agenda for your consideration.

CONSUMER EVENT AGENDA: 5:00 – 8:00 p.m.	
Participant Registration/Sign Waivers	Pre-event, upon arrival
Welcome/Meet & Greet	30 MIN (5:00-5:30 p.m.)
Discover the Wagoneer S Walkaround	30 MIN (5:30-6:00 p.m.)
Q&A/Open Discussion	30 MIN (6:00-6:30 p.m.)
Distribution Gifts/Capture Customer Information/Open Agenda	90 MIN (6:30-8:00 p.m.)

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Guest Appreciation Gifts

Prior to the conclusion of the evening's activities, schedule a time to present each guest with a gift of your appreciation for their participation in the event.

- Base package event kit includes a quantity of 50 branded blankets for the consumer giveaway.

Guest Departure

Around 7:45 p.m. (sample timing), stage one to two team members at or near the doors to engage guests as they begin to depart. Throughout the evening and as guests prepare to leave, look for opportunities to gather useful intel. Keep these three things in mind:

1. **Thank** them for spending time with the brand and previewing the Wagoneer S.
2. **Ask** them if there are any follow-up actions you can take to help address any needs they may have – product questions or how to make a deposit on a unit.
3. **Capture** tasks in your CRM or by whatever means so your team is prepared to follow up promptly.

POST-EVENT

Event Teardown

Once your final guest has departed – between 7:30 and 8:00 p.m. (sample timing) – begin the process of breaking down the event. Work with the event representative onsite to ensure all event materials are packed up. This also includes planning for any cleanup of common areas, restrooms, etc. so that the store is ready for regular business the next day.

- ***TIP: Consider assigning designated staff members to help with teardown and cleanup while other staff focuses on capturing customer details from the event in your store's CRM or other database.***

Finally, at the end of the night, confirm attendance numbers with the Wagoneer S Support Team so that final reporting can be reported to the Wagoneer S Discovery Tour Program HQ and Stellantis.

• Guest Follow-Up

Within 24 hours of the event, there are two essential tasks to complete:

1. Send an individual follow-up thank you note/email to each guest. Where possible, always personalize the note with a reference from a conversation you had at the event or with an “action item” you promised to take.
2. Input any future action items into your CRM or calendar (with reminders) so that you can continue to build strong customer relationships.

Event Reporting

Please have your dealership event coordinator or event facilitator/event support, send an email of the total number of guests in attendance to:

support@wagsdealereventhq.com so that reporting can be submitted to Stellantis HQ.

Congratulations! You have just executed a memorable Wagoneer S customer experience! Next comes the exciting challenge: To consistently deliver a new, elevated customer purchase and ownership experience.

Good luck and happy selling!