



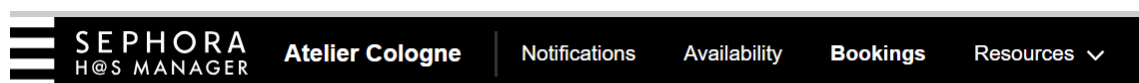
**Overview** Happening at Sephora Manager (H@SM) is a platform that allows store leadership and brand partners to book and manage Beauty Services, events, and brand visits. This manual outlines how to navigate the H@SM platform.

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- Accessing H@SM**
- Each brand has a unique H@SM login link. To keep logins secure, brand leadership maintains login information.
  - Brand Leadership:** Your brand's unique H@SM link is available in your Brand Visit Survey Folder in Box (document title Happening at Sephora Manager). If you need help accessing your Brand Visit Survey Folder, contact your Category and Brand Operations Manager.
  - Brand Partners:** Contact your leadership for access.

## H@SM Navigation Menu Overview

The H@SM navigation bar has the following tabs available for managing your visits in the upper left-hand corner.



### Notifications

- Displays all visits associated with the brand. Each visit card displays the store number, visit type, date and time, and world of the visit.
- View the status of visits (e.g., Approved, Rejected, Store Cancelled, Brand Cancelled, No-Show).
- Sort and/or filter by visit date, visit status, country, store, event type, and world.

### Availability

- View availability for multiple stores (up to 10 stores) and book visits.

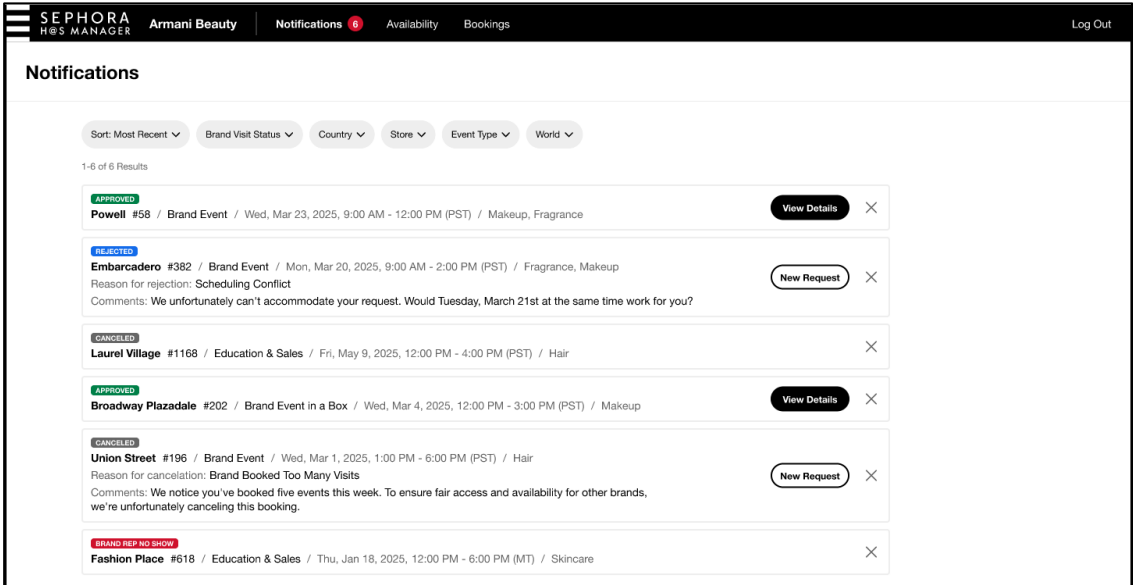
### Bookings

- See the calendar view of H@SM in either a daily, weekly, monthly view
- View all visit types (pending review, scheduled, and/or no-showed).

### Resources

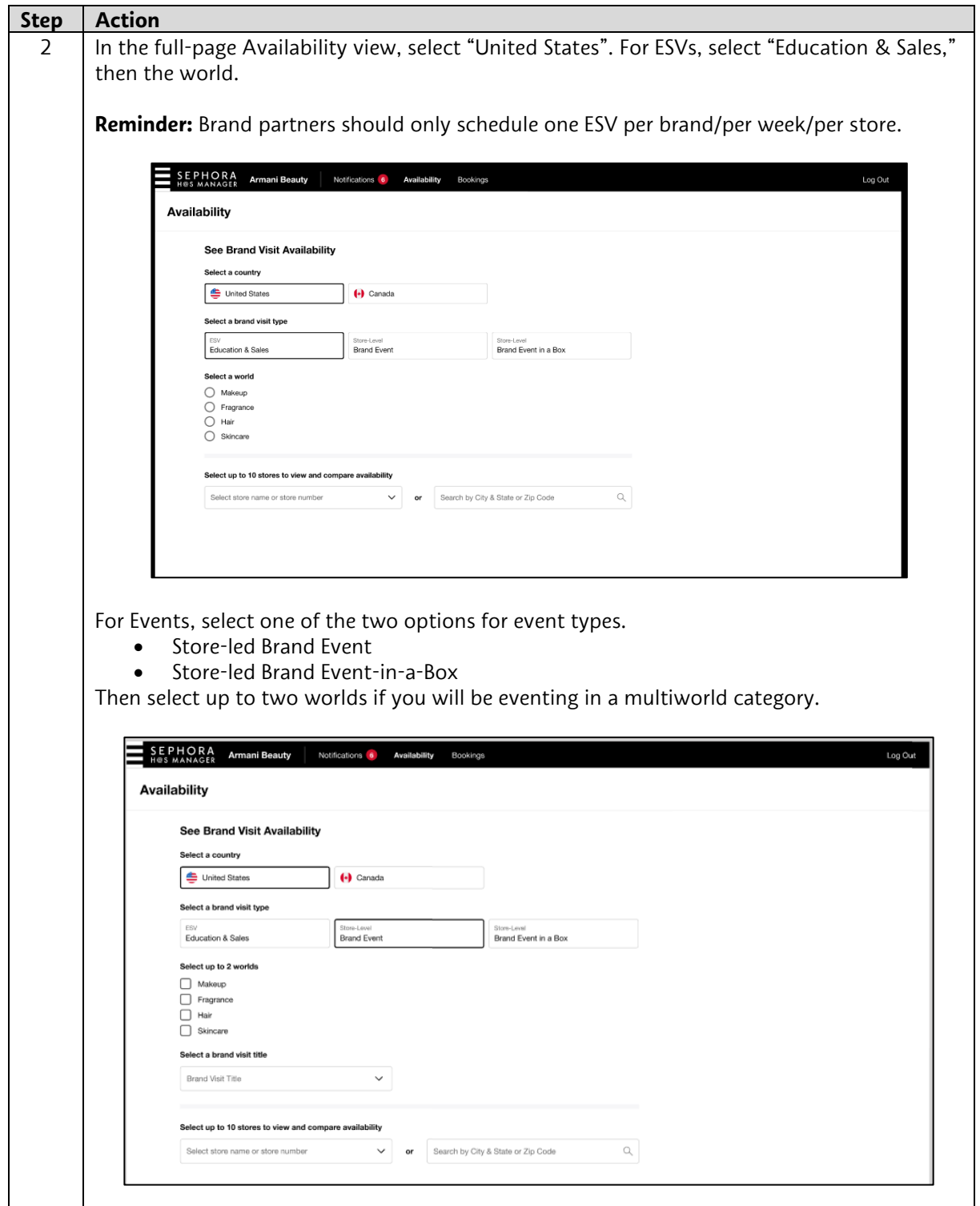
- Links to external resources reside here.
- Access [Brand Education Portal](#), policies and guidelines, training and onboarding, additional H@SM resources, and store visit resources.

- Notification Overview
- The Notifications section displays the status of all your visits across all stores.
  - View approved events, rejected events, cancelled events/ Education and Sales Visit (ESV), and no-showed events/ESVs.
  - Sort the notifications by visit date or request date.
  - Filter the notifications by visit status, the country, by store, visit type, event type, and world.
  - Events Only:
    - To view additional details of approved events, select the “View Details” button.
    - If you see that an event was rejected and you want to submit a new request directly from this view, select the “New Request” button.
  - To clear a notification out of the queue, select the “X” on the far right.

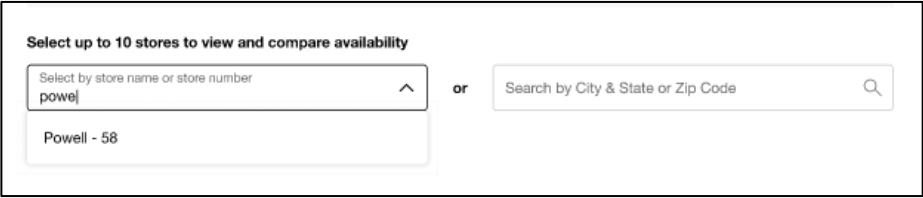
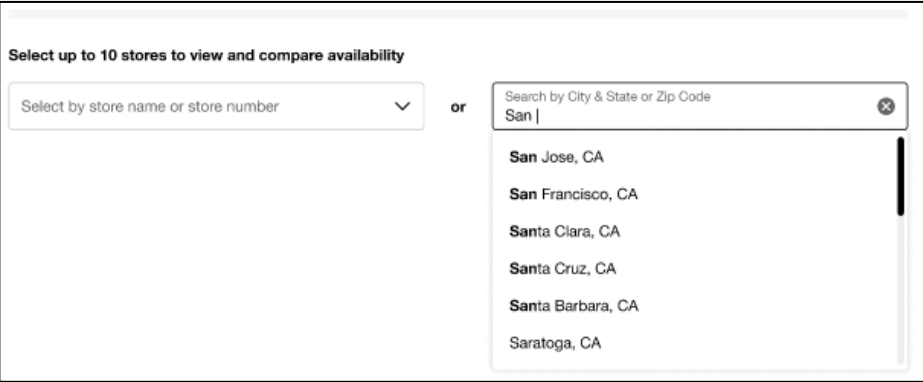
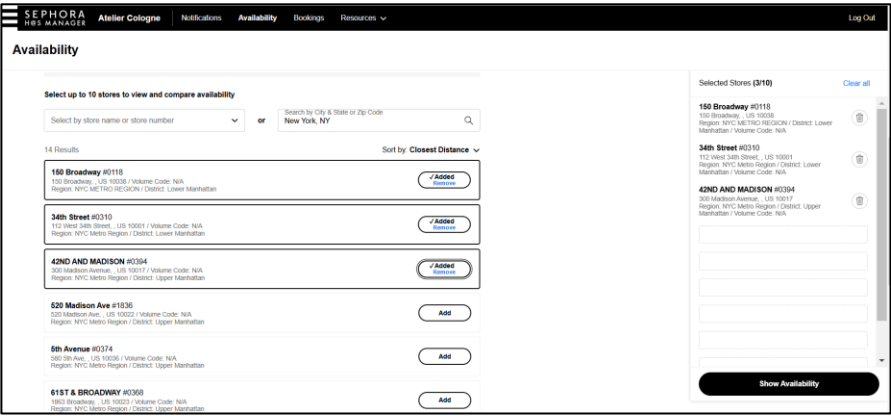


- Events and  
ESV  
Availability  
Overview
- Booking availability starts one hour after a store’s opening hours and ends one hour before a store’s closing hours.
  - H@SM reflects brand visit availability based on the store’s operating hours.

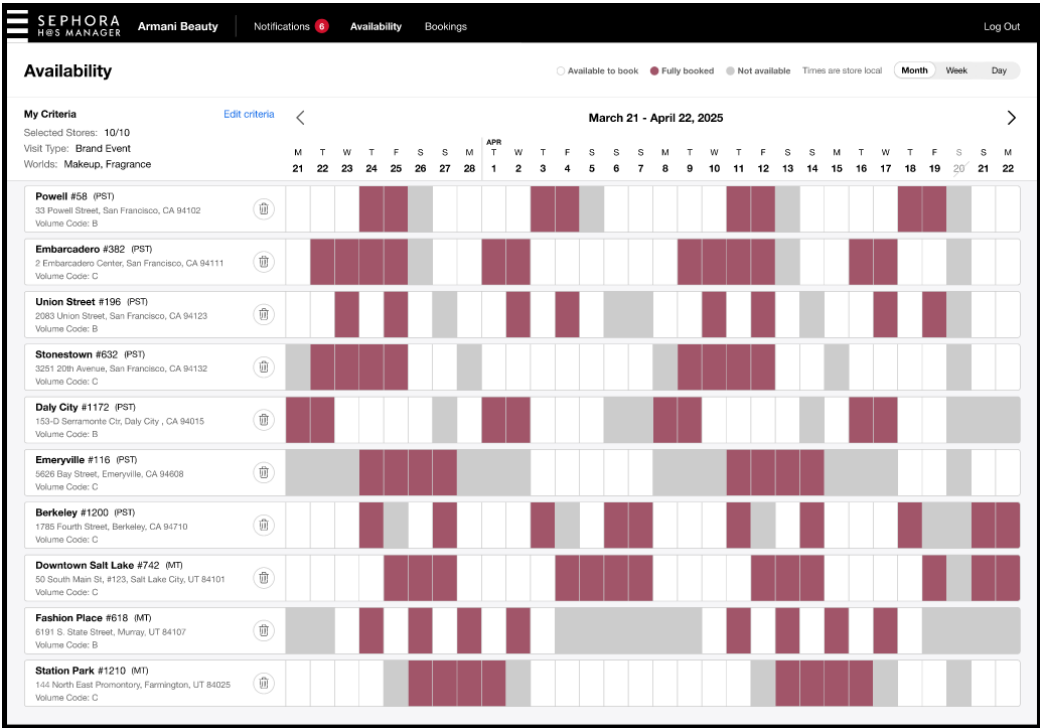
Step	Action
1	<div>To see availability for a single store or multiple stores, select the “Availability” tab in the navigation bar.</div> <div>A screenshot of the Sephora H@S Manager navigation bar. It includes the Sephora logo, 'Armani Beauty', and three tabs: 'Notifications' (with a red badge showing 6), 'Availability' (which is highlighted with a dark background), and 'Bookings'.</div>





Step	Action
3	<p>In the store dropdown menu, search for the store(s) by name or by store number. You can also search for groups of stores in the same area by typing in the city, state, or zip code of the area you are looking for.</p> <p><b>Search by Store Name or Number</b></p>  <p><b>Search by City, State, or Zip Code</b></p> 
4	<p>Select “Add” next to the store(s) of your choice. The selected stores will appear in the right-hand menu that says, “Selected Stores.”</p>  <p><b>Note:</b> You can select up to 10 stores when viewing availability.</p> <p>Select “Show Availability” once you have added all the stores you wish to view to your queue.</p>



Step	Action
5	<p>In the next screen, view the availability for all the stores included in your search. The default availability view is a monthly view. In the upper right-hand corner, toggle to “Week” or to “Day” to see a stacked weekly or daily availability view.</p> <ul style="list-style-type: none"> <li>• White spaces indicate there is availability for booking</li> <li>• Red spaces indicate that days/times are fully booked</li> <li>• Grey spaces indicate that there is no availability</li> </ul> <p><b>Note:</b> Times displayed are based on the store’s local time.</p> <p>The “My Criteria” section in the upper left corner is an at-a-glance view of the number of stores you have selected, along with the visit type you are looking at availability for, and the world(s) you have chosen.</p> <p><b>Monthly Availability View</b></p> <p>If view availability for a different month, select the left or right arrows next to the month range to move back or ahead a month.</p> 

04.14.25



Review the steps in the *Book a New Event or ESV* section below to book your visit(s).

## Book a New Event or ESV

From any of the Availability views (i.e., daily/weekly/monthly), select any available date/time by clicking into the white space. Then select the “Continue Booking” button.



Step	Action
2	<p>A full-page booking view opens with the visit type, world, store information, and date/time of the visit pre-filled. To edit any of this information, select the “Edit” hyperlink.</p> <ul style="list-style-type: none"> <li>To see more dates, select the “Expand” hyperlink.</li> <li>To change the start and end time of the visit, select the drop-down menu and select your preferred start and end time.</li> <li>Enter the number of brand partners who will be attending the visit</li> <li>Under Brand Contract Information: <ul style="list-style-type: none"> <li>If you are the person scheduling the visit, complete the information under “Scheduling Brand Representative.”</li> <li>The contact information under “Visiting Brand Representative” section should be for the representative who will be attending the visit. (<b>Note:</b> This section is optional, but helpful for stores in case the scheduling brand partner is different from the visiting brand partner).</li> <li>Enter your sales goal for the visit (Event only)</li> <li>Enter the purpose/focus of your visit</li> </ul> </li> </ul>

## Event Booking Page

SEPHORA

ARMANI BEAUTY

Armani Beauty

×

Book a Brand Visit

Brand Visit Info

Edit

Brand Visit Type  
Brand Event  
World  
Makeup, Skincare  
Store  
Powell - #58 (PST)  
33 Powell Street, San Francisco, CA 94102  
Region: Northwest / District: San Francisco / Volume Code: B

Date and Time

Expand

Saturday, March 19, 9:00 AM - 12:00 PM  
Select the start and end time  
Brand Visits have a 3 hour minimum  

Start Time

9:00 AM

to

End Time

12:00 PM

Brand Reps

How many Brand Reps will be at the event?

(Select up to 8)

1

+

Brand Contact Information

Scheduling Brand Representative

First Name

Last Name

Email Address

Phone Number

Visiting Brand Representative (Optional)

First Name

Last Name

Email Address

Phone Number

☐ Use the same contact information for the Scheduling Brand Representative and the Visiting Brand Representative.

Sales Goal

\$

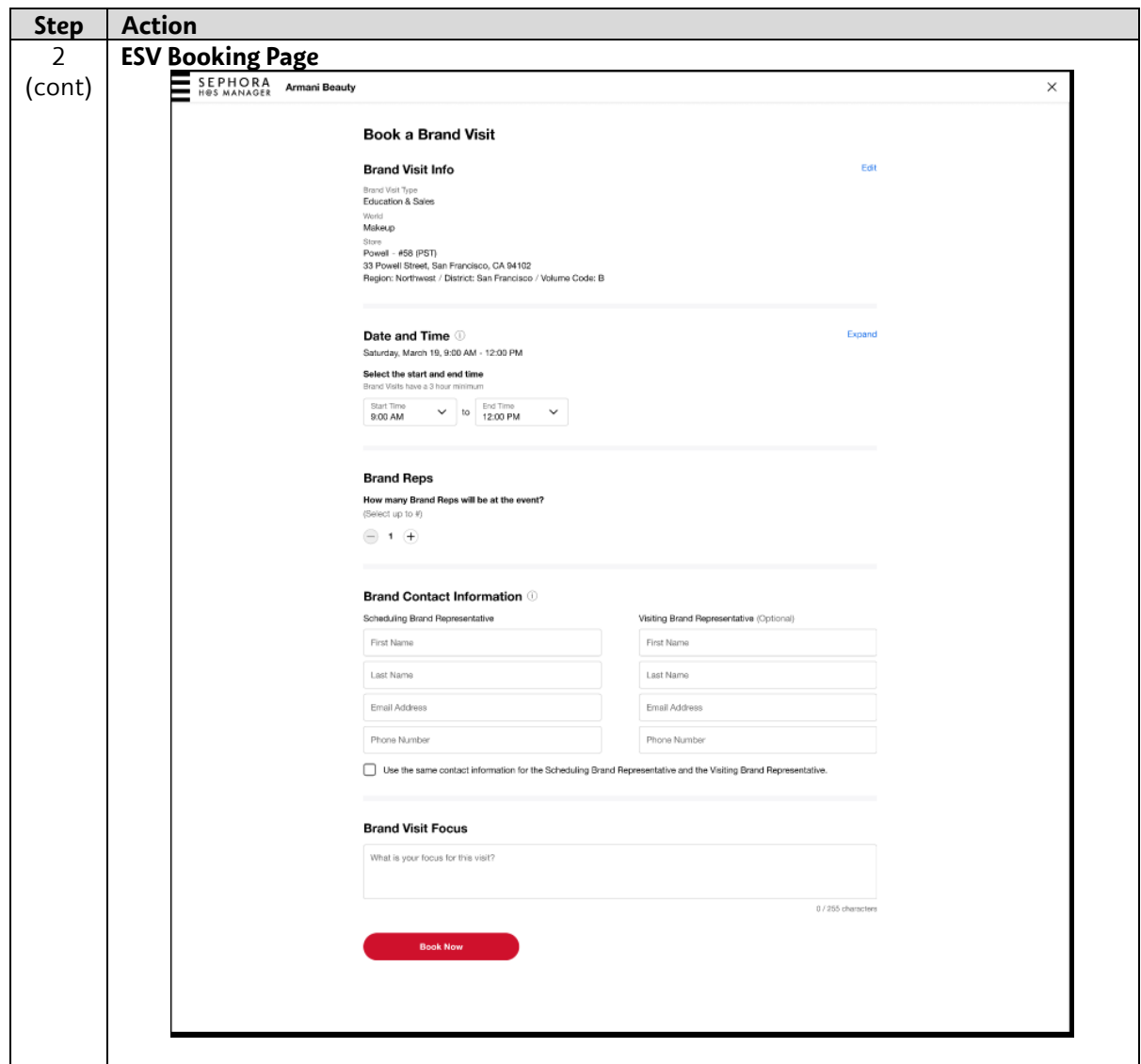
Brand Visit Focus

What is your focus for this visit?

0 / 255 characters

Book Now





User Manual



## Approved and Rejected Brand Booked Events

- Store leadership approval is only needed when brand partners request Store-Led Brand Events.
- Brand partners will receive an email notification when their request has been sent to stores, when the request has been approved/rejected, or if their visit has been cancelled.
- All brand-led events **must** be approved before they happen to properly track reporting. Store leadership will review and approve requests within **48 hours** of receiving them to ensure brand partners know they are approved to come in for the visit.
- FSC events and ESVs are automatically approved. Brand partners will receive email notifications only if visits are cancelled or rescheduled.

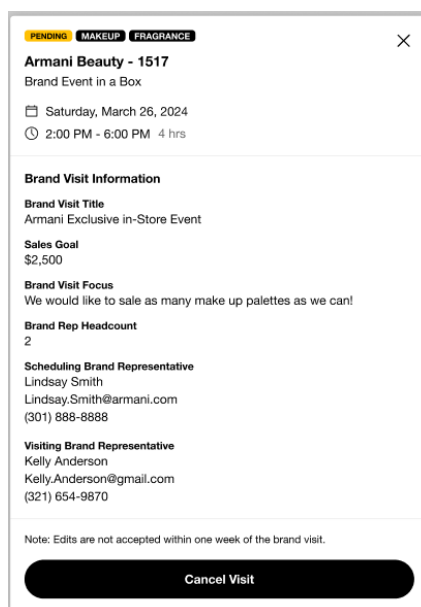
Action	Image
When a brand partner <b>requests a</b> Store-Led Brand Event, they will receive an email notifying them that the request has been sent to the store.	<p>Email Subject: Thanks For Your Brand Visit Request, Armani Beauty</p> <p><b>SEPHORA</b></p> <p>Thanks For Your Brand Visit Request, Armani Beauty</p> <p><b>Brand Visit Type:</b> Brand Event  <b>Date &amp; Time:</b> Tuesday, April 2, 2024, 10:00 AM - 1:00 PM  <b>Store:</b> Sephora Pacific Commons  <b>Confirmation Number:</b> DIO983190340</p> <p>Thanks for submitting a request for an event at our store! We'll get back to you shortly.</p>
<ul style="list-style-type: none"> <li>• If store leadership <b>rejects an event request</b>, the brand partner is notified via email that the request was rejected. The email will include a reason for the rejection. If the store has included additional comments, they will also be included.</li> <li>• The rejection email is sent to the scheduling brand partner's email. If a visiting brand partner's contact information/email were included at the time of booking, they will also receive a cancellation email.</li> </ul>	<p>Email Subject: We're Sorry, Armani Beauty. Your Brand Visit Request Was Rejected</p> <p><b>SEPHORA</b></p> <p>We're Sorry, Armani Beauty. Your Brand Visit Request Was Rejected</p> <p><b>Brand Visit Type:</b> Brand Event  <b>Date &amp; Time:</b> Tuesday, April 2, 2024, 10:00 AM - 1:00 PM  <b>Store:</b> Sephora Pacific Commons  <b>Confirmation Number:</b> DIO983190340</p> <p>Unfortunately, the store has rejected your request.</p> <p>The reason for rejecting the event request: [dropdown reason]</p> <p>The store provided these additional comments: [insert comments]</p> <p>We apologize for the inconvenience. Please go to Happening At Sephora Manager to request a new visit.</p>
<ul style="list-style-type: none"> <li>• If store leadership <b>cancels</b> an event or ESV, the brand partner is notified via email that their visit was canceled. The email will include a reason for the cancellation. If the store has included additional comments, they will also be included.</li> <li>• The cancellation email will be sent to the scheduling brand partner's email. If a visiting brand partner's contact information/email were included at the time of booking, they will also receive a cancellation email.</li> </ul>	<p>Email Subject: We're Sorry, Armani Beauty. Your Brand Visit Was Canceled</p> <p><b>SEPHORA</b></p> <p>We're Sorry, Armani Beauty. Your Brand Visit Was Canceled</p> <p><b>Brand Visit Type:</b> Brand Event  <b>Date &amp; Time:</b> Tuesday, April 2, 2024, 10:00 AM - 1:00 PM  <b>Store:</b> Sephora Pacific Commons  <b>Confirmation Number:</b> DIO983190340</p> <p>Unfortunately, your upcoming brand visit was canceled.</p> <p>The reason for brand visit cancellation: [dropdown reason]</p> <p>The store provided these additional comments: [insert comments]</p> <p>We apologize for the inconvenience. Please visit Happening At Sephora Manager to book a new visit soon.</p>



Action	Image
If store leadership <b>approves</b> the brand-led event request, a confirmation email will be sent to the scheduling brand partner's email address. If a visiting brand partner's contact information was included at the time of booking, they will also receive a confirmation email.	<p>Email Subject See You Soon, Armani Beauty! Your Brand Visit Request Was Approved</p> <p><b>SEPHORA</b></p> <p>See You Soon, Armani Beauty! Your Brand Visit Request Was Approved</p> <p><b>Brand Visit Type:</b> Brand Event  <b>Date &amp; Time:</b> Tuesday, April 2, 2024, 10:00 AM - 1:00 PM  <b>Store:</b> Sephora Pacific Commons  <b>Confirmation Number:</b> DIO983190340</p> <p>Your request was approved by the store. We can't wait to see you soon!</p> <p>Next Steps to Prepare for Your Event Day:</p> <ul style="list-style-type: none"> <li>• Schedule an Education and Sales Visit (ESV) prior to your event date (2-3 weeks in advance if possible).</li> <li>• ESVs focus on educating store employees by building key consultation and selling skills; find ways to connect your training focus to the upcoming event.</li> </ul>

### Cancel an ESV or Event

Step	Action
1	Brand partners can cancel ESVs and Events directly in H@SM. Go to the "Bookings" tab at the top of the navigation menu.
	<b>Note:</b> Events that are pending approval can be canceled if needed.
2	In the upper right-hand corner, select the store where you need to cancel your visit.
3	Find the visit you want to cancel on the calendar. Approved visits are a solid color-block. Pending visits are striped color blocks.
	<b>Note:</b> Approved visits and those that are still pending approval can be canceled by the brand partner, if needed. Click into the space of the visit you want to cancel to open the visit details.
4	Select the "Cancel Visit" button.





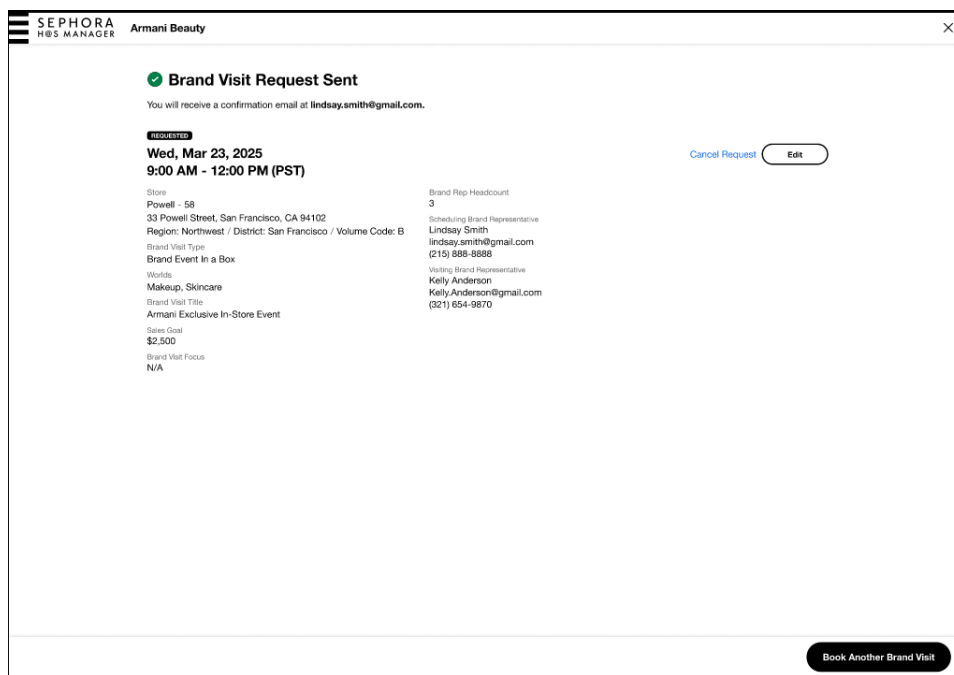
Step	Action
4 (cont)	<ul style="list-style-type: none"> <li>Once the visit is canceled, the scheduling brand partner will receive a cancellation confirmation email. <ul style="list-style-type: none"> <li>The pending/scheduled visit will no longer appear on your calendar.</li> <li>The visit will also disappear from the store's calendar.</li> </ul> </li> <li><b>Reminder:</b> Brand partners should cancel visits at least <b>48 hours</b> prior to the visit date.</li> <li>If a brand partner isn't able to cancel the visit directly in H@SM within the 48-hour window due to unexpected circumstances, brand partners can cancel a visit in the H@SM calendar any time leading up to the visit start time. <ul style="list-style-type: none"> <li><b>Example:</b> If an event is scheduled to start at 1:00pm, the event can be canceled up until 12:59 PM.</li> </ul> </li> <li>If you are unable to cancel your visit in H@SM, notify the store via email to let them know you're unable to attend. Store leadership will take the next steps to ensure the event has been canceled properly and that FSC has been notified of the cancellation.</li> <li>If you're unable to cancel your visit and you don't notify store leadership that you can't attend, you will be marked as a "no-show" in the system.</li> <li>The no-show status will be visible in the notifications tab of the brand partners and stores H@SM page and will be reported to FSC.</li> </ul>

## Reschedule and/or edit Visits and FSC Events

- If a brand partner needs to reschedule or edit an ESV or event, they can use the edit feature from the visit confirmation page in H@SM or from the calendar view, but only if the brand partner booked the visit themselves.
- Brand partners may edit visits up to one week from the visit date.

## Accessing from the Confirmation Page

Select the "Edit" button in the upper right-hand corner.





## Accessing from the Booking calendar

- In the booking calendar, locate the visit you want to edit/reschedule and click into the colored time block.
- A pop-up modal will appear with all visit details.
- Select the “Edit” button.

APPROVED
MAKEUP
SKINCARE

X

**Armani Beauty - 1517**  
Brand Event in a Box  

Wednesday, March 23, 2025

9:00 AM - 12:00 PM 3 hrs

✓ RSVP: 0

**Brand Visit Information**  

**Brand Visit Title**  
Armani Exclusive in-Store Event

**Sales Goal**  
\$2,500

**Brand Visit Focus**  
Lorem ipsum dolor

**Brand Rep Headcount**  
3

**Scheduling Brand Representative**  
Lindsay Smith  
lindsay.smith@gmail.com  
(215) 888-8888

**Visiting Brand Representative**  
Kelly Anderson  
Kelly.Anderson@gmail.com  
(321) 654-9870

**Confirmation Number**  
QX992YZLXZ

Cancel Visit

Edit

- Selecting “Edit” from either the confirmation page or the booking calendar will open a full-page view of the visit details.
  - Editable fields include the date/time, number of brand partners, brand contact information, sales goal, and brand visit focus.
  - Fields that cannot be edited are visit type, world, visit title, and store. If any of these fields need to be changed, brand partners must cancel, then rebook.



**SEPHORA**  
HES MANAGER Armani Beauty

**Edit Brand Visit**

**Brand Visit Info**

Brand Visit Type  
Brand Event  
Worlds  
Makeup, Hair  
Brand Visit Title  
Armani Exclusive In-Store Event  
Store  
Powell - 58 (PST)  
33 Powell Street, San Francisco, CA 94102  
Region: Northwest / District: San Francisco / Volume Code: B

**Date and Time** Expand

Saturday, March 19, 9:00 AM - 12:00 PM [Show calendar](#)

Select the start and end time  
Brand Visits have a 3-hour minimum

Start Time 9:00 AM to End Time 12:00 PM

**Brand Reps**

How many Brand Reps will be at the event?  
(Select up to 4)

1

**Brand Contact Information** ⓘ

Scheduling Brand Representative

First Name  
Last Name  
Email Address  
Phone Number

Visiting Brand Representative (Optional)

First Name  
Last Name  
Email Address  
Phone Number

☐ Use the same contact information for the Scheduling Brand Representative and the Visiting Brand Representative.

**Sales Goal**

\$2,500

**Brand Visit Focus**

What is your brand visit goal?

0 / 250 characters

**Save Changes** **Cancel Brand Visit**

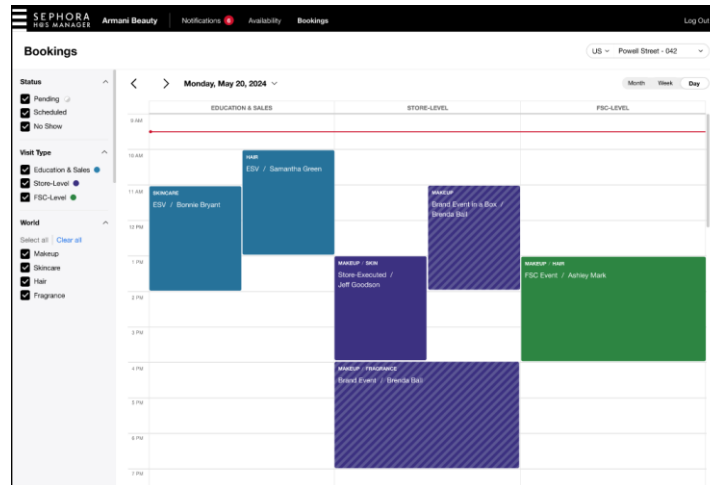
- When complete, select the save changes button.
- If a store booked a visit on behalf of the brand partner, the brand partner won't be able to edit the date and time. If a brand partner needs to edit a visit that a store booked on their behalf, the brand partner must cancel and then rebook.
- **FSC events** are scheduled and pre-booked on behalf of stores by FSC. Although FSC events cannot be booked by brand partners, store leadership can reschedule an FSC event or visit due to store availability issues.

## Bookings Overview

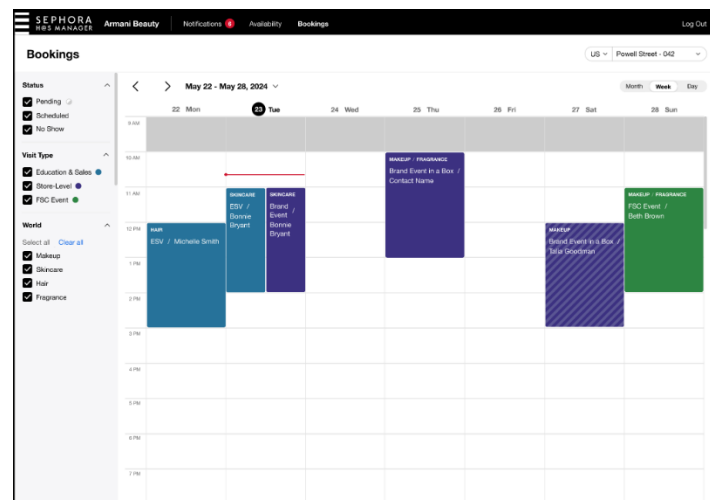
- Select the "Bookings" tab in the navigation menu to view all your scheduled visits in a calendar view.
- In the upper right-hand corner, select the store where you want to view your scheduled visits.
- You can view your visits in a Daily, Weekly, or Monthly view.



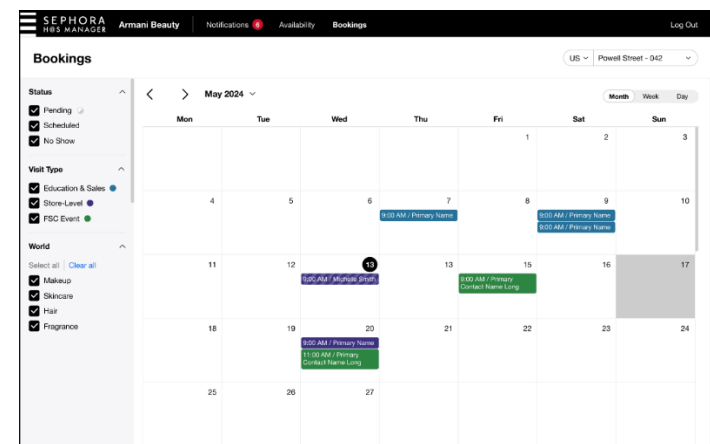
## Daily Bookings View



## Weekly Bookings View



## Monthly Bookings View







## Resources

Refer to the [Brand Partner Policy](#) (Brand Portal > Tools & Resources > Guidelines > Brand Partner Policy) for additional information about brand visits.

## Contact

<b>ESVs</b>	<p>Email <a href="mailto:BrandEducation@sephora.com">BrandEducation@sephora.com</a> and include the following information to the best of your knowledge:</p> <ul style="list-style-type: none"> <li>• For H@SM technical issues. <ul style="list-style-type: none"> <li>○ Last known date and time system was working</li> <li>○ Date and time issue began</li> </ul> </li> <li>• For H@SM visit booking availability issues: <ul style="list-style-type: none"> <li>○ Screenshot images of the impacted day/time within your brand H@SM calendar for data not appearing how it should</li> <li>○ Date and time of visit</li> <li>○ Copy of email confirmation, if applicable</li> </ul> </li> </ul>
<b>Events</b>	<p>Contact your Store Events Manager and include the following information to the best of your knowledge:</p> <ul style="list-style-type: none"> <li>• For H@SM technical issues: <ul style="list-style-type: none"> <li>○ Last known date and time system was working</li> <li>○ Date and time issue began</li> </ul> </li> <li>• For H@SM visit booking availability issues: <ul style="list-style-type: none"> <li>○ Screenshot images of the impacted day/time within your brand H@SM calendar for data not appearing how it should</li> <li>○ Brand details (name, visit type, event title, etc.) if applicable</li> <li>○ Date and time of visit</li> <li>○ Copy of email confirmation, if applicable</li> </ul> </li> </ul>