



WASHINGTON STATE UNIVERSITY  
EXTENSION

# How to Pull Off a Big Event Plant Sales & More!

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Alice Slusher, Cowlitz County MG

John Strong, Yakima County MG





# Initial Questions



What are you hoping to take away from this session?

How many of you have led a big event (educational and/or plant sale)?

How many of you are preparing for leading an event for the first time?



# Plant Sales



WASHINGTON STATE UNIVERSITY  
**EXTENSION**

# PLANT SALES





# Scope

## Yakima Plant Sale

- ~40,000 plants
  - Veggies
  - Herbs
  - Annuals
  - Perennials
  - Baskets
  - Garden / Yard Art



# Partnership





# Partnership



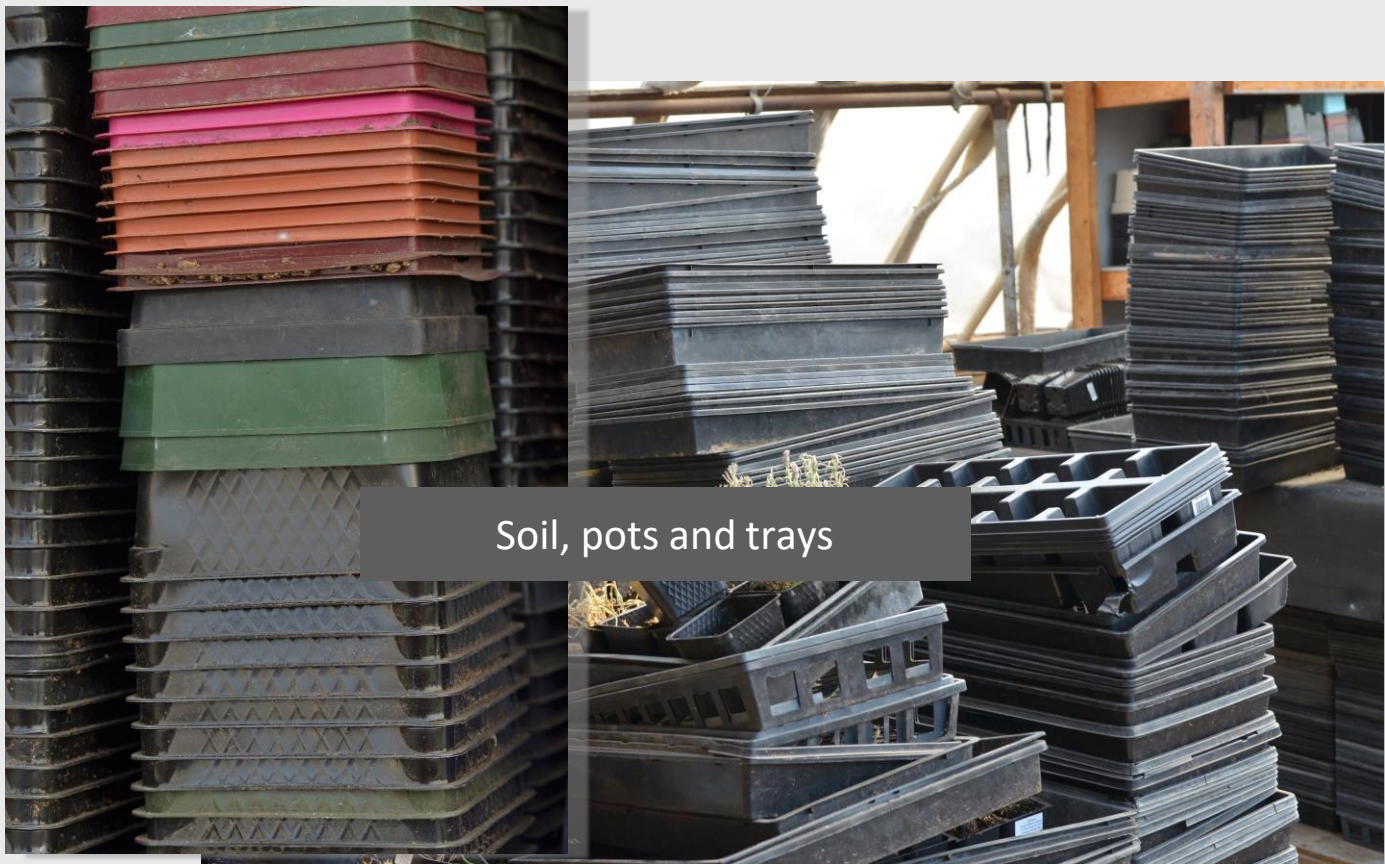


# Team

- Greenhouse Leads
  - Sub-Teams
  - Nearly all MGs are on one or more teams







Soil, pots and trays



pepsi ANNUALS

pepsi VEGETA

HERBS

M

IN THE









## Sale Day



30 Minutes before opening



## Sale Day



30 Minutes after opening





Yakima Master  
Gardeners Greenhouse  
Home goods store

Perennials

Annuals

Veggies

Art

Herbs

Holding

Tallying

Cashiers

Traffic Flow



## Sale Day



Holding Area



Sale Day



Out to the Hoop House



## Sale Day



Pre-cashier Tallying



## Let's talk...

- Types of plants - how might that change things?







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- Selling NON-plants?





## Let's talk...

- Types of plants - how might that change things?
- Selling NON-plants?
- Hybrid : Online / In-person?





## Let's talk...

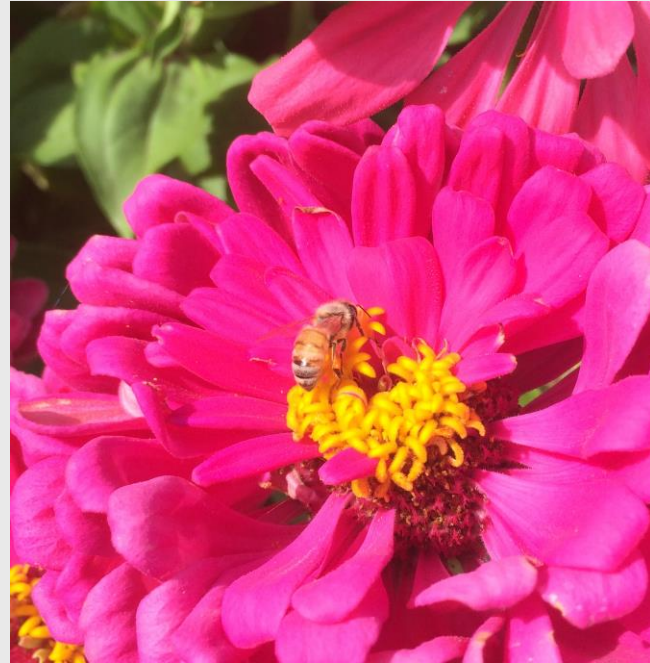
- Types of plants - how might that change things?
- Selling NON-plants?
- Hybrid : Online / In-person?
- By appointment?





## Let's talk...

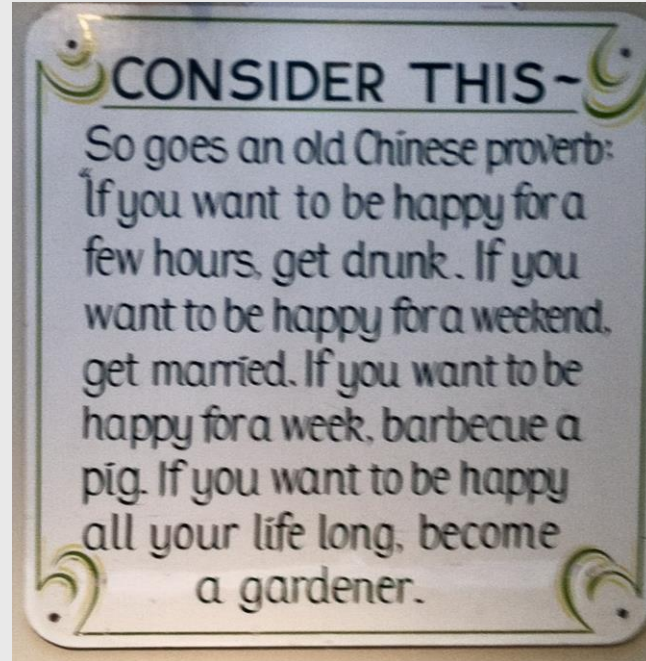
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- By appointment?
- Pre-Order?





## Let's talk...

- Types of plants - how might that change things?
- Selling NON-plants?
- Hybrid : Online / In-person?
- By appointment?
- Pre-Order?
- Other ideas







# Educational Events

Online





**The scariest moment is always just before  
you start.**



**Stephen King**



# Get ready

- 6-7 months ahead-line up speakers
- 5 months—create Flyer **SAVE THE DATE**, create webpage for event with speaker information.
- Keep advertising: 4, 3, 2 months, one month, 2 weeks, one week.
- Ask coordinator to send out flyer to coordinators listserve with to Registration/Payment link, webpage
  - Local MGs, *Seeds for Thought*, regional cluster meeting.
  - If public, newspapers, Facebook, Instagram, radio, TV

*Advanced  
Master Gardener Training  
Online Series 2021*

February 12, 2021 (Friday) 9:00 -11:30 am Jenny Glass: Diagnosing Plant Problems  
February 19, 2021 (Friday) 9:00 -11:30 am Linda Chalker-Scott: Horticultural Myths  
February 26, 2021 (Friday) 9:00 -11:30 am Daria Gosztyla: Urban Forestry

Cost: \$15 for series

Hosted by the Master Gardener Foundation of Cowlitz County

Master Gardener Program  
Washington State University  
EXTENSION

MASTER GARDENER FOUNDATION  
OF COWLITZ COUNTY

# Get ready

- 3-4 months-set up meeting on zoom or other platform of your choice.
- Select and set up ticket payment platform (Cheddarup, TicketSource, etc.)
- Update webpage and flyers/email with registration/payment info link

The image shows two overlapping screenshots from the WSU Extension Master Gardeners website. The top screenshot is a table of events with columns for Date, Event, Venue, On Sale, Allocated, and Actions. The bottom screenshot shows the Cheddar Up payment interface for the 'Advanced Master Gardener Training Series'.

Date	Event	Venue	On Sale	Allocated	Actions
Sat, Sep 12 2020, 10:00AM	Worm Composting: online workshop	Online	No	30/30	Actions
Sat, Oct 3 2020, 10:00AM - 12:00PM	Microgreens Workshop and Kit	Online	No	23/25	Actions
Tue, Jan 26 2021, 4:15PM - 4:15PM	Re-making Paper Kits--Making beautiful paper from recycles!	Online	No	13/15	Actions
Fri, Feb 12 2021, 9:00AM - Fri, Feb 26 2021, 11:30AM	Advanced Master Gardener Training Series	Online	No	206/225	Actions

**Cheddar Up** interface details:  
Title: Advanced Master Gardener Training 2021  
Description: 2020 because of COVID, but we have a great lineup of speakers this time, too!  
Cost: \$15 for all three sessions.  
Event: February 12, 2021 (Friday) 9:00 - 11:30 am  
Speaker: Jenny Glass: Diagnosing Plant Problems  
Bio: Jenny is WSU's Diagnostic Plant Pathologist at the Puyallup Plant & Insect Diagnostic Laboratory. Jenny will share her practical and often humorous approach to diagnosing plant problems. There will be something there for new and experienced MGs alike!



# Get ready

- Set up meeting on Zoom or other video forum platform.
  - Understand what you can and cannot do with your subscription
- Import paid registrants from app into Zoom.

## Cheat sheet

### Zoom—set up meeting

Profile>>Meetings>>Meeting Templates>>large meetings

Registration  Required

Edit confirmation email to registrants—see below

Registration **Email Settings** Branding Poll Live Streaming

Bottom of page

Email Contact: Alice Slusher, MGFoundationCC@cowlitzcomg.com [Edit](#)

Confirmation Email to Registrants  Send upon registration  Send me a preview email [English](#) [Edit](#)

Include all information in confirmation letter to registrants. E.g.

Thank you for registering for "Name of Meeting".

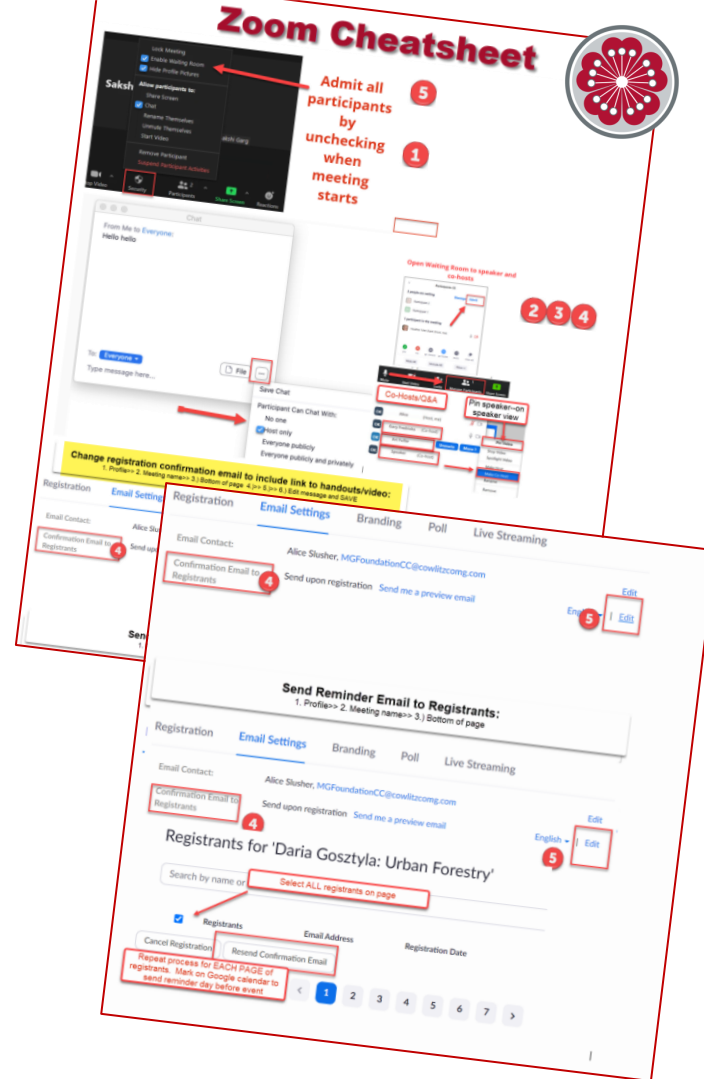
We are looking forward to learning along with you! The sessions will be recorded. Attendees will be given a link after the session. You will be able to view the recorded session for 1 week after it airs. **YOU WILL BE ABLE TO ACCESS HANDOUTS AND THE VIDEO** (when it becomes available—usually within 24 hours) at this location:  
<https://www.cowlitzcomg.com/advanced-mg-training>

Please submit any questions to: [MGFoundationCC@cowlitzcomg.com](mailto:MGFoundationCC@cowlitzcomg.com)



# Get set

- Check in with speakers— CV for introduction, handouts, slides?
- Send reminders to registrants.
- If you are running the Zoom, learn all you can about it.
- Trial run!



**Zoom Cheatsheet**

Admit all participants by unchecking when meeting starts 5

1

2 3 4

Open Waiting Room to speaker and co-hosts

Save Chat

Participant Can Chat With:

- No one
- Me only
- Everyone publicly
- Everyone publicly and privately

Change registration confirmation email to include link to handouts/video:

1. Profile -> 2. Meeting name -> 3. Bottom of page 4. In 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Registration Email Settings

Email Contact: Alice Slusher, MGFoundationCC@cowitzcong.com

Confirmation Email to Registrants

Send upon registration Send me a preview email

Send Reminder Email to Registrants:

1. Profile -> 2. Meeting name -> 3. Bottom of page

Registrants for 'Daria Gosztyla: Urban Forestry'

Search by name or Select ALL registrants on page

Cancel Registration Resend Confirmation Email

Repeat process for EACH PAGE of registrants. Mark on Google calendar to send reminder day before event

1 2 3 4 5 6 7

# GO- EVENT DAY!

Keep your email open in case of problems.

Watch chat.

Set meeting guidelines, Q&A (slides).

Introduce speaker.

RECORD! (ask co-host for reminder!)

Zoom poll program evaluation.



**Welcome!**

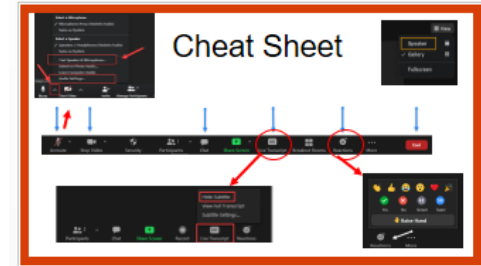
Please check that your microphone and speakers are working. If you are having technical difficulties, please send a direct message to Alice Slusner or Gary Fredricks by clicking on his/her/their name in the chat.

Keep your microphone muted unless you are speaking . . . Please type your questions into the chat window. You will have a chance to ask questions at the end of the presentation.

Hi! My name is . . . Say hello in the chat and introduce yourself.

When possible, cameras on are appreciated. If we experience bandwidth problems, please stop your video.

Engage with us throughout the discussion by clicking 'Reactions' in the bottom right of your screen and choosing an appropriate emoji.



**Cheat Sheet**

A diagram showing the Zoom interface with red arrows pointing to various icons: a red arrow points to the 'Mute' icon, a blue arrow to the 'Unmute' icon, a blue arrow to the 'Raise Hand' icon, a blue arrow to the 'Lower Hand' icon, a blue arrow to the 'Chat' icon, a blue arrow to the 'Reactions' icon, and a red arrow to the 'More' icon.

## Evaluate workshop

Please rate your level of knowledge of [TOPIC] **BEFORE** attending this session (1=low, 5=High level)

Please rate your level of knowledge of [TOPIC] **AFTER** attending this session (1=low, 5=High level)

1. How beneficial was this class for increasing your awareness of the importance of [TOPIC]? (1=low, 5=High level) (Single Choice)
2. How beneficial was this class for showing you how to do a new or proper technique? (1=low, 5=High level) (Single Choice)
3. How beneficial was this class for convincing you to adopt a new way of doing something? (1=low, 5=High level) (Single Choice)
4. How beneficial was this class for telling you how to get more information? (1=low, 5=High level) (Single Choice)



# GO- EVENT DAY!

- Workshop documents on website for participants
- Edit recorded video, upload to YouTube.
- Send out Zoom notification about workshop resources.



## Advanced Master Gardener Training Series

### HANDOUTS AND RESOURCES FOR JENNY GLASS'S SEMINAR:

[Slide handouts](#) Take notes!

[Plant Problem Diagnosis](#)

[PDF of the Powerpoint presentation](#)

[Plant Diagnostics Bingo](#)

[Links to OSU lawn-related presentations and other information](#)

[Irrigation Rates and Frequencies for Western and Eastern Oregon Turfgrass](#) (Jenny referred to this study)

[Video link to Jenny Glass's seminar](#)



# Uh-oh!

- Speaker
  - internet problems—alternate options
  - Illness
- Participant connection problems
- Team critique—Learn from your mistakes

**Anticipate problems, but expect the unexpected.**



# Educational Events

In Person







# Venue



Location

Contract

Catering

IT  
Services

Room  
Capacities



# Speakers

Keynote

Presenters

Contracts

IT/Handouts

Perks



# Registration

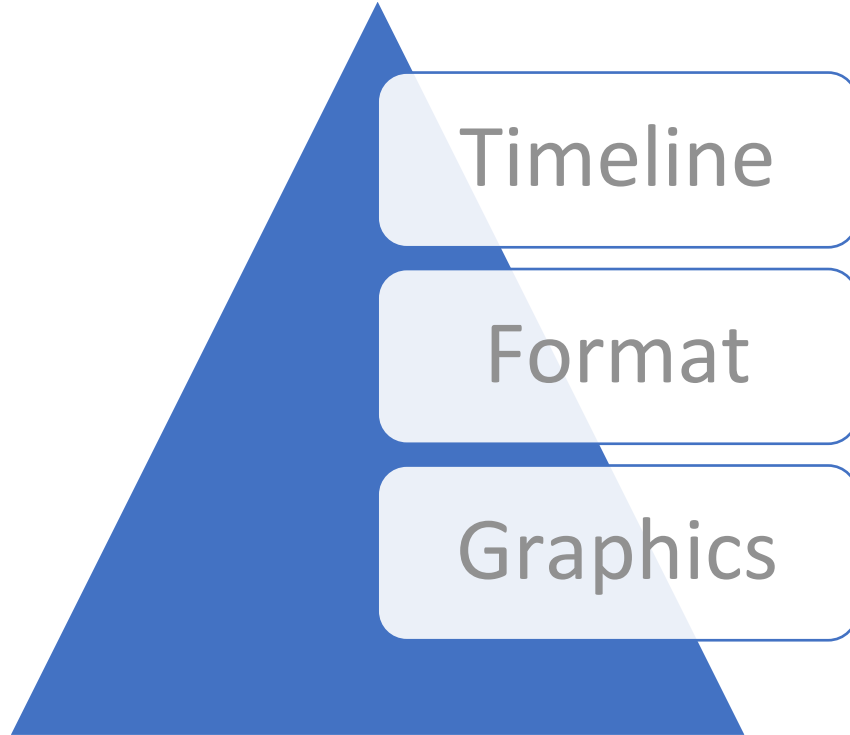
Online software

Details

Timeline



# Promotion/Marketing





# During & After the Event

During	After
Check-in – Attendees, Speakers, Vendors	Speaker Payments & Thank You
Room Monitors	Wrap up Meeting
Speaker Greeters	Finalize Budget
Trouble Shooters	Post-event Survey
Set-up & Take Down	Get Ready for Next Year!



# Questions