

## **A BLOOMING AFFAIR**

### **Summary**

A Blooming Affair is a long-standing, sanctioned KWO event in our community that helps to generate funds for both KWO and a charity (selected by the Committee each year, and given half the proceeds from the ABA raffle). The Fashion show provides local retailers the opportunity to showcase their business and promote their latest fashions; both during the show and during the “Boulevard of Boutiques” prior to the show. ABA supports the Family and Cultural Event portfolio of Oktoberfest, providing an evening of elegance and glamour for our community and other KWO visitors. The A Blooming Affair Fashion Show is a highly successful, recognized and historic event in the Kitchener-Waterloo Region.

### **Responsibilities**

- ✓ Liaise with local stores and fashion retailers
- ✓ Collect door prizes
- ✓ Event set-up and take-down
- ✓ Arrange promotional materials and programs for the event
- ✓ Sell tickets (tables and raffle)

### **Skills**

- Some experience in the area of event planning or previous involvement with a fashion show would be helpful.
- Sales, fundraising, promotions, negotiations, decorating and/or display experience would be a definite asset.
- The ability to work well with a large group of diverse people.
- An artistic flair combined with excellent attention to detail.
- Creative problem solving abilities.