Open House Planning Checklist

Fill the seats, make it memorable, and follow up

4 weeks before

- [ ] Fix the date (Saturday morning works best)
- [ ] Plan a 90-minute flow: welcome, principal talk, classroom tour, Q&A
- [ ] Choose 3 teachers and 6 student guides
- [ ] Create one poster and one Instagram post

2 weeks before

- [ ] Send a personal WhatsApp invite to every enquiry from the last 6 months
- [ ] Offer 2 time slots to choose from
- [ ] Post on Instagram and Google profile
- [ ] Ask current parents to share with friends

The day before

- [ ] Reminder message to everyone who said yes
- [ ] Call those who haven't confirmed
- [ ] Check classrooms, washrooms, signage, water

On the day

- [ ] Welcome desk with name list
- [ ] Children's activity corner
- [ ] Fee and admission sheet ready to hand out
- [ ] Collect phone numbers of walk-ins
- [ ] Take photos and a short video

Within 24 hours after

- [ ] Thank-you message to every family
- [ ] Share photos on Instagram
- [ ] Start the follow-up plan (Day 3, 7, 14)
- [ ] Count: invited, attended, admissions

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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