

When to Schedule

- Quarterly – build a repeatable enrollment rhythm
- Seasonally – Back-to-School (Jul/Aug), Spring Enrollment (Mar/Apr)
- When enrollment gaps exist in specific age groups
- During new centre launches or after a renovation
- In response to competitor activity in your market

PREPARING | Top Tips Before the Event

- 1 Scheduling & Logistics.** Choose a date at least 4 weeks out. Avoid evenings with competing local events or school activities. Do not run open houses too frequently and check competitor schedules before confirming.
- 2 Notify Marketing & Enrollment.** Contact your marketing and enrollment teams immediately after confirming the date. Provide 3-4 weeks' notice to allow time to build and execute the promotion strategy.
- 3 Share Event.** Receive collateral from marketing to post on your social media accounts and add to websites like Eventbrite. Post flyers in the community. See Local Marketing Guide Document for more details.
- 4 Assign Roles Early.** Confirm who is covering Greeter, Tour Guide(s), and Enrollment Support at least one week out. Every person should know their role, their talking points, and when to hand off. Run a 15-minute team huddle the morning of the event.
- 5 Stage Every Room.** Walk the tour route 24-48 hours before the event. Each classroom should have materials out, student artwork displayed, Learning Stories visible, and Documentation Boards current. Tidy the outdoor environment. No empty or unstaged rooms.
- 6 Prepare Your Materials.** Confirm enrollment packages are prepared and sorted by age group. Print sign-in sheets. Confirm waiver codes (if applicable) are received from Client Services. Have program examples and tuition sheets ready at the welcome table.

ROLES | Assign before the event – every role must be covered

Greeter

- Welcome every family immediately upon arrival
- Ask child's age and note on sign-in sheet
- Ensure sign-in is complete before handing off
- Introduce family to their assigned tour guide

Tour Guide

- Lead a personalized, structured tour
- Explain the curriculum at each stop
- Introduce classroom teachers whenever possible
- Ask qualifying questions and listen actively
- Make the enrollment ask before the tour closes

Enrollment Support

- Answer tuition and fee questions clearly
- Assist families ready to register on-site
- Apply event incentive (registration fee waiver)
- Ensure every tour outcome is recorded before families leave

TOUR FLOW | Follow this sequence for every family

1

Welcome & Qualify

Greet immediately. Ask child's age, desired start date, and what matters most to the family. Tailor the rest of the tour to what you hear.

2

Program Walk-Through

Move through age-appropriate classrooms. Explain the program and curriculum, introduce teachers, show learning materials, and highlight the outdoor space.

3

Enrollment Conversation

Ask how the centre felt. Address questions. Make a clear ask: "We have availability in this program, we can secure your space today."

The enrollment ask must happen on every tour. Families rarely volunteer to enroll. They need a confident, warm invitation. If a family isn't ready, schedule a follow-up tour before they leave.

Centre Readiness

- Classrooms clean, clutter-free, and staged with materials
- Student artwork and Learning Stories on display
- Documentation Boards visible and up to date
- Outdoor environment tidy and organized
- Welcome signage posted at the entrance

Materials at the Welcome Table

- Sign-in sheet or tablet ready
- Enrollment tour packages organized by age group
- Tuition sheets and registration instructions
- Program examples and outcomes
- Event incentive details (registration fee waiver)

FOLLOW-UP STANDARDS | Speed and consistency drive enrollment

Immediately After Event	Next Day	Within 3 Days
• Update CD Portal: log every attendee, tour outcome, and interest level • Debrief with your team: note what worked and what questions came up • Process any on-site registrations and apply waiver codes • Brief your enrollment team on high-interest families	• Send a thank-you email to every attendee • Call high-interest families personally • Include enrollment information and next steps in all outreach • Flag families ready to enroll for priority follow-up	• Second follow-up for families with no response • Personalize the message by referencing their child by name • Offer to answer any outstanding questions • Provide a clear deadline for the event incentive and support with next steps to enroll

WHAT TO AVOID | The most common open house pitfalls

✗ No designated greeter

Families standing unacknowledged at the entrance hurt first impressions instantly.

✗ Talking at families instead of asking questions

Tours feel generic when staff skip qualifying questions. Ask first, then tailor.

✗ Leading with logistics

Policies, fees, and schedules matter, but lead with the child's experience and learning outcomes.

✗ Skipping teacher introductions

Parents choose caregivers, not buildings. Every teacher's introduction builds trust.

✗ Rushing the tour

A hurried tour signals a chaotic centre. Slow down and let families observe the environment.

✗ Scheduling at the same time as competitors

Check competitor event calendars before confirming your date.

✗ Ending the tour without an enrollment ask

"Thanks for coming" is not a close. Every tour ends with a clear, warm enrollment invitation.

✗ Families leaving without next steps

If a family isn't enrolling today, they need to know what the next step is before they leave.

✗ Poor contact detail capture

If you don't have contact information, you can't follow up. Capture every name at sign-in.

✗ Delayed follow-up

Interest fades within 48 hours. Waiting to follow up with families costs enrollment.

✗ No post-event review

What worked well and what could be improved next time? Track it for every single event.

Scripted Language to Keep Handy

- Welcome: "We're so glad you're here. Tell me about your child?"
- Qualify: "What's most important to your family when choosing care?"
- Curriculum: "Our curriculum builds early literacy, math, and social skills through purposeful play."
- Close: "If this feels like the right fit, we can secure your space today."

Post-Event Review (within 48 hrs) - add in what sales is doing for follow-up

- Total families who attended
- Number of individual tours completed
- Follow-up completed
- On-site enrollments and registrations
- Most common questions families ask
- What worked well and what to adjust next time

SUPPORT | What sales and marketing is doing

What the marketing team does behind the scenes:

- Adds the event to the website, including an RSVP page if requested
- Designs event flyers and promotional collateral
- Incorporates event details into active advertising campaigns
- Shares RSVP submissions with the CD prior to the event

What the sales team does behind the scenes:

- Communicates the event to all centre inquiries via email invites and text messages
- Follows up with families who attended but did not enroll
- Collects feedback from families to inform event improvements
- Gathers insights on event successes to share best practices across centre teams

A great Open House is a structured enrollment opportunity. Every family that walks through the door deserves a warm, informed, and confident experience.