

CGM 01 Creating Projects for Customer Events

At a Glance

- Share your creativity with the Kaszazz consultant community by uploading your projects to the Inspiration Station.
- You may then be invited to submit your project for publication in the Projects Gallery.
- Follow the guidelines below to prepare and submit your project and receive some generous rewards and recognition!

All the Details

Steps to Publication

If you would like the possibility of sharing some of your own creations as a Customer Event (CE) Project, here's what to do:

1. Read right through this document (CGM 01). Call your leader or Kaszazz if there are any parts you do not fully understand.
2. Decide if your project will best suit a Make and Take Demonstration (MT) or 2 Hour Workshop (2H). Modify it to suit one of these customer events if necessary. If it won't suit either of these events, then it is best just to use your finished project to show customers an example of what can be done with our range. Resist the temptation to design a workshop around such a project - this will only make your business look less easy than it really is to potential new recruits.
3. Develop your project sample, making sure you comply with the criteria in this document.

4. Take a photo and upload the image to the "Inspiration Station" gallery on the Kaszazz website. There is no requirement to write any instructions, but read on to learn how it could be to your advantage if you do!

Take a Great Photo!

Place a white sheet behind/beneath your project so that the photo has a nice clean background. Use a digital camera (or your smart phone) with at least 5 megapixels for a good quality image. Ensure the entire project is in the photo (don't crop out the edges of your project).

We'll require a good quality, well lit, high resolution photograph uploaded to the Inspiration Station in order for your project to be in contention for publication. Please note we will not request higher quality photos – if your photograph on the Inspiration Station is not up-to-standard your project will not be requested for publication.



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By uploading any project images to the Inspiration Station you are agreeing, on behalf of any person(s) shown in photos that you give permission for any photos used in your project to be published by Kaszazz. You are also agreeing to pass copyright ownership of your project to Kaszazz.

All consultants will be able to view every potential CE project on the Inspiration Station and give a 5 star rating to any they would like to see officially published to the project gallery.

Here at Kaszazz we will regularly review all new projects added to the Inspiration Station and their associated star rating. We will then contact the creators of the projects we would like to see added to the projects gallery.

How to Upload Your Own Project to the Inspiration Station

1. Choose "Add Article" from the options near the top of screen.
2. Enter a title for your project.
3. Under categories check "Inspiration Station".
4. Enter a description and some more information about your project.
5. Click add gallery.
6. Click select images.
7. Choose one or more images from your computer.
8. Click start upload.

9. If you have written instructions for your project and would like to include them for other consultants to download:
 - a. Click select documents;
 - b. Select the document from your computer;
 - c. Click upload.
10. Select the category which best suits your project.
11. Tick all the tags which are applicable to your project.
12. Click "Save and view" – your project is online!

How to Edit a Project

1. Click article manager.
2. Click the pencil icon on the project you'd like to edit.
3. Make your changes.
4. Click "Update and view" – your project has been updated!

How to Delete a Project

1. Click article manager
2. Click the cross icon on the project that you'd like to delete
3. Click "OK" to the warning message – your project has been deleted!

Old Projects

Projects on the Inspiration Station will be automatically deleted after two years.



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Changing Internet Browsers

Internet browser software companies do regular updates that sometimes cause minor malfunctions on many websites (not just ours).

If any part of the Kaszazz website suddenly stops working please try installing another internet browser on your computer, smartphone or tablet device.

Quite often the next time the software is updated the previous issues are resolved.

Browser software and apps are generally free to install, the most popular being Google Chrome, Internet Explorer, Mozilla Firefox, Opera or Safari.



Published Projects - The Selection Process

Because it is impossible for us to publish every project uploaded to the Inspiration Station, we do have to make some very tough decisions.

Here's a list of all the factors we consider when deciding which projects from the Inspiration Station should receive an invitation for submission:

- The star rating of the project.
- Projects that are "technically correct" or "magazine worthy" are preferred.
- Projects that use products that we would like to promote are considered favourably. In particular, projects

submitted using new products just after they have been released.

- We may favour a project that happens to be appropriate for an upcoming celebration (e.g. Easter, Christmas, and Mother's Day). For example Christmas projects are more likely to receive an invitation for submission between July and October.

It is important to understand that while all of the factors above are considered, none are essential.

Remember, the idea of the Inspiration Station is to make sure you can quickly share your creativity with the Kaszazz family of consultants.

Please remember also that sometimes we select a project and invite the creator to submit details, but they don't! This could be the reason why a popular project does not get published.

I've Been Invited to Submit my Project!

If you have uploaded an image to the Inspiration Station that is chosen by Kaszazz, you will be invited to send all the information for project submissions as requested in this CGM document.

If we receive your submission within 2 weeks and it meets all the requirements so that we can immediately publish your project, you will receive the following reward by email:

MT Projects	\$20 voucher
2H Projects	\$50 voucher

If the instructions do not comply with the requirements of this CGM, you will not



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receive any reward. We will send an email explaining why we could not publish your project.

All projects that are added to the project gallery from the Inspiration Station will acknowledge the original creator wherever they appear (eg. in the instruction sheet, Kaszazz catalogue, new products flier, Facebook message, etc.).

Project Challenges Requested by Kaszazz

Project challenges are sometimes sent to consultants; where Kaszazz directly requests a project to be created to suit a particular purpose such as Team Training Day (TTD), the Kaszazz catalogue, or special advertising or promotional campaign.

Here's how we decide who to invite to create a project for our consideration:

- We identify consultants who frequently upload their work to the Inspiration Station.
- We try to spread the work load around to offer the opportunities to as many consultants as possible. This gives our projects a wide variety of styles.

All projects published will receive the same rewards set out in this CGM document; there are no additional prizes for consultants providing these projects. However, where the project challenge is to use new products that are yet to be released, Kaszazz provides complimentary samples to the creator (who may then keep any leftovers).

If you have been asked to create a specific project, please know that as long as you meet the guidelines set out in this CGM document and submitted it in the time frame requested

it is likely your project will be used by Kaszazz, but please note this is not guaranteed.

Support your Published Projects

By submitting a project in response to an invitation from Kaszazz, you are agreeing to receive email enquiries or suggestions from other consultants in regard to that project. Your name and email address will appear under the project photo on the project gallery pages, visible only to consultants logged in to the website.

You are under no obligation to respond to those emails, but of course it would be polite to respond to any consultant who has taken the time to contact you.

You may receive questions about the instructions, or even suggestions for improving the instructions. You can, if you wish, update your project instructions and resend them to Kaszazz. We will immediately update them on the Kaszazz website with an update number at the end of the file name. Improved instructions may significantly increase how often your project is used.

It is very important to understand that, other than "tick tested" projects, Kaszazz does not check instructions of projects submitted for publication and we do not accept enquiries regarding the instructions.

Writing Instructions

We have a document that can help you write instructions for your project! Please see "Checkpoints for Writing Kaszazz Project Sheets" for tips on how to word your instructions, and make your project easy to follow. This can be found under the Costs and



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Templates tab on the page for each customer event type when you choose My Kaszazz > Kaszazz Customer Events.

Developing Projects for Make and Take (MT) Demonstrations

Make and Take Demonstrations are run as outlined in CGM 16 "Running a Kaszazz Make and Take Demo". You should make sure you have run an existing MT Demonstration before designing one of your own.

A project is demonstrated at the start of each Make and Take Demonstration. Customers then get to make the project and take it home for FREE!

MT Project Cost and Time Limits

Max. RRP of materials	\$6.00
Max. time to demonstrate/make	15 minutes

There are two different documents available on the Kaszazz website to help create Make and Take Demonstration projects; a Project Sheet Template and a Materials and Tools Costs spreadsheet. These templates must be completed when submitting any requested project for a Make and Take Demonstration.

You will need to do the following when developing Make and Take Demonstration projects:

- Create an actual sample of your project. All stamped images are to be fully inked, well stamped and the other elements on the project should be well adhered, neatly cut, have consistent margins, straight lines and have no spelling mistakes.
- Ensure only items from the current Kaszazz catalogue and any associated update sheets are used.
- Download and complete the two templates "Make and Take Project Sheet" and "Materials and Tools Costs" spreadsheet. Login to the Kaszazz website as a consultant and choose My Kaszazz > Kaszazz Customer Events > MT Projects, then Costs and Templates.
- The "Materials and Tools Costs" is a Microsoft Excel spreadsheet where you need to specify all of the products required for each project pack and the tools and materials that will be needed to run the event. This spreadsheet includes easy-to-follow instructions on how to complete it.
- The project sheet template includes a materials list showing the Code, Description, Qty. Used (often this will be a fraction) for each item used per customer workshop pack. Please note that it is important to use the exact code and description that appears in the "Products List" sheet of the current Materials and Tools Costs spreadsheet. Save time by copy-pasting the codes and descriptions.
- Check that the total RRP of materials used does not exceed the maximum allowed.
- The project sheet template includes a tools list for each item used during the workshop. Please note that it is important to use the exact code and description that appears in the "Products List" sheet of the current Materials and Tools Costs spreadsheet. Save time by copy-pasting the codes and descriptions.
- Include a good quality photo of your project at the start of the project sheet. See "Take a Great Photo!" above.



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- Prepare numbered step-by-step instructions (showing important dimensions - sketches, photos and diagrams) to help consultants quickly learn how to make your project.
- Try your project out with actual customers. *This is probably the most important step! Make sure the project is run as outlined in CGM 16 "Running a Kaszazz Make and Take Demo".* You will almost certainly find many improvements from your first run. Run your project as many times as you need with actual customers until you are sure all of the bugs are ironed out.

As soon as you have filled out the Project Sheet Template and Materials and Tools Costs and are sure all of the bugs have been ironed out, please follow these steps:

- Email your completed Project Sheet and Materials and Tools Costs spreadsheet to ceprojects@kaszazz.com
- Email a good quality photo of your project to ceprojects@kaszazz.com. See "Take a Great Photo!" above.

We will send you an email to acknowledge that we have received your submission.

We will send you an email with your reward voucher as soon as your project has been published to the project gallery.

As well as being published on the Kaszazz website, we may submit your project to one of the craft magazines, use it for advertising or possibly even feature it in our Kaszazz Catalogue and Project Book!

Developing Projects for 2 Hour (2H) Workshops

2 Hour (2H) workshops are run as outlined in CGM 22 "Running Kaszazz Workshops". You should make sure you have run an existing 2H Workshop before designing one of your own.

There are two different documents available on the Kaszazz website to help create 2H Workshops; a Project Sheet Template and a Materials and Tools Costs spreadsheet. These templates must be completed when submitting any requested project for a 2H Workshop.

You will need to do the following when developing a 2H workshop:

- Design one or more projects (cards, tags, scrapbook page layouts, etc.) that will be made by your customers during the workshop. If there is more than one project they should be related by a common theme/style or common materials or tools.
- Create actual samples of your project. Ensure your samples are technically correct by paying attention to detail; all stamped images are to be fully inked, well stamped and the other elements on the project should be well adhered, neatly cut, have consistent margins, straight lines and have no spelling mistakes.
- Ensure only items from the current Kaszazz catalogue and any associated update sheets are used.
- Include photos where appropriate, especially on scrapbooking layouts. Do not leave empty "placeholder" photo mats on the samples you create.
- Download and complete the two templates "2H Workshop Project Sheet Template" and "Materials and Tools Costs" spreadsheet. Login to the Kaszazz website as a consultant and choose My



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Kaszazz > Kaszazz Customer Events > 2H Workshops > 2H (2 Hour) Workshops > Costs and Templates.

- The “Materials and Tools Costs” is a Microsoft Excel spreadsheet where you need to specify all of the products required for each workshop pack and the tools and materials that will be needed to run the workshop. This spreadsheet includes easy-to-follow instructions on how to complete it.
- The project sheet template includes a materials list showing the Code, Description, Qty. used (often this will be a fraction) for each item used per customer workshop pack. Please note that it is important to use the exact code and description that appears in the “Products List” sheet of the current Materials and Tools Costs spreadsheet. If you are using your computer, save time by copy-pasting the codes and descriptions.

When completing the project sheet:

- Keep the total RRP of materials used for your project(s) – that you will provide each customer in a workshop pack – as low as possible and definitely below \$50. This will allow a lower customer attendance fee and generate a greater profit for your time! We recommend you set the workshop fee according to the RRP of materials as shown in the following table:

RRP of Materials per Workshop Pack	Workshop Fee
Under \$5.00	\$20.00
\$5.00 - \$9.99	\$25.00
\$10.00 - \$14.99	\$30.00
\$15.00 - \$19.99	\$35.00
\$20.00 - \$24.99	\$40.00
\$25.00 - \$29.99	\$45.00
\$30.00 - \$34.99	\$50.00
\$35.00 - \$39.99	\$55.00
\$40.00 - \$44.95	\$60.00
\$45.00 - \$50.00	\$65.00

- The project sheet template includes a tools list for each item used during the workshop. Please note that it is important to use the exact code and description that appears in the “Products List” sheet of the current Materials and Tools Costs spreadsheet. Save time by copy-pasting the codes and descriptions.
- Include a good quality photo of your project at the start of the project sheet. See “Take a Great Photo!” above.
- Prepare numbered step-by-step instructions (showing important dimensions, sketches, diagrams and photos) to help consultants quickly learn how to make each project. Page maps work well for scrapbook layouts.
- Try your project out with actual customers. This is probably the most important step! *Make sure the project is run as outlined in CGM 22 “Running a Kaszazz Workshop”.* You will almost certainly find many improvements from



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your “first run”. Run your project as many times as you need with actual customers until you are sure all of the bugs are ironed out.

- The time taken by participants in a workshop to complete your project(s) must lie in the range of 90 to 120 minutes.

As soon as you have filled out the Project Sheet Template and Materials and Tools Costs and are sure all of the bugs have been ironed out, please follow these steps:

- Email your completed Project Sheet and Materials and Tools Costs spreadsheet to ceprojects@kaszazz.com
- Email a high quality photo of your project to ceprojects@kaszazz.com. See “Take a Great Photo!” above.
- Include in your email the workshop fee calculated using the table above (or the cell provided in the Materials and Tools Costs spreadsheet).

We will send you an email with your reward voucher as soon as your project has been published to the project gallery.

As well as being published on the Kaszazz website, we may submit your project to one of the craft magazines, use it for advertising or possibly even feature it in our Kaszazz Catalogue and Project Book!

Project Sets

A project set consists of 3 Customer Event projects; a Make and Take, Cardmaking and a Scrapbooking project. These projects must all contain a similar technique and be coordinating, using the same materials to create each project (eg. using the same collection of SB papers and stamps).

Project codes that end with the letters m (Make and Take), c (Cardmaking) or s (Scrapbooking) are part of a coordinating project set.