The theme….

General focus should be locally which will automatically spread. Publish online all local activities. Our store should be used as the brand icon.

* Create local meetups lecturing on various topics similar to General Assembly.
* Mindset of education should be to help them create a career out of it, become better at their hobby or gain interest in a new hobby.
* Promote and distribute rich content through all channels
* Event space should be on the first floor and visible to the outside or in a prominent spot inside.
* Create smaller events around areas of interest in the store. Similar to workshops at tradeshows.
* Schedule time to get advice and consultation from an expert on phone, in store, Skype or via video chat.
* Reengage, strategize and create a value for our customers with strong partners such as:
	+ PPA
	+ international center of photography
	+ presence and partnership in top photography galleries (help customers get featured)
	+ New York Institute of photography
* Tap into our Hollywood/entertainment contacts to gain featured placement as a location for upcoming feature film/TV show – or sponsor orig webisodes, e.g. “Good Things Happen @ B&H” (epiphany, first meeting with future spouse, etc.)
* Portfolio review
* NYC photoshoot tours
* B&H staff to comment and answer on non-competitor blogs such as Quora

**not answered by B&H**

<https://www.quora.com/topic/Digital-Photography>

<https://www.quora.com/How-come-B-H-charges-no-tax-on-purchases>

<https://www.quora.com/Is-it-possible-to-connect-Sennheiser-headphones-with-a-3-5mm-jack-to-a-TV-via-the-optical-audio-cable-Im-ultimately-wanting-to-connect-the-headphones-to-the-TV-and-receive-dolby-or-equivalent-digital-audio>

* “Assess My Studio” service
* “Why are my pictures coming out that way?” thread or app (submit your picture, camera model etc. and will answer what you’re doing wrong).
* Alert me when I am about to pass a place for pictures on our app.
* Customers should be able to check in to the store (Foursquare) so others can know and be able to network
* Customers should be able to find B&H on We&Co App to thank product specialists for the amazing service
* Invite industry celebrities to be in store for a few hours and promote it. A schedule should be published for when and who will be at the store
* Launch annual celebration of National Camera Day, anchored by dedicated micro-site
* Revisit Empire State Building tie-in

B&H World Photo/Film Competition

Build B&H awareness by launching a large-scale, world-class competition. Differentiating factors:

* Famous/high profile judges
* Massive grand prize/numerous runner-ups

(dedicated micro-site; NYC gallery show; *tbd* magazine cover; around-the-world trip)

* Specialized categories/niche entry reqs
* Stagger prize schedule across entry timeline to incentivize multiple engagements

Align B&H with educational initiatives by cosponsoring an EDU-focused competition for photography students to win a complete darkroom or studio setup for their place of learning.

<https://bhphoto.invisionapp.com/share/9C9499NYD#/screens/200681530_Tourism-Landing-Page-Widescreen>