National Night Out

Designing a Coordinated Community Experience Across Multiple Organizations, Vendors & User Groups

Alexis Campisi Marketing & Communications Professional | Community Engagement & Project Leadership

Role: Event Marketing, Communications & Coordination
Environment: Community | Local Government | Nonprofit
Project Type: Operational Workflow & Experience Design
Location: Millersburg, Pennsylvania

Overview

National Night Out is a community event designed to bring residents, local organizations, businesses, and first responders together in an accessible and welcoming environment.

My role required thinking beyond simply promoting the event. I helped coordinate an experience involving multiple organizations and user groups, each with different needs, responsibilities, timelines, and expectations.

The challenge was creating a process that felt simple to participants even though there was significant operational complexity behind the scenes.

The Challenge

National Night Out involved several moving pieces operating simultaneously.

The event brought together:

- Community members and families
- Local first responders
- Millersburg Borough
- Millersburg Area Working Together
- Millersburg Community Pool
- Vendors and nonprofit organizations
- Community partners

Each group interacted with the event differently.

Residents needed clear information about when and where to attend and what to expect.

Vendors needed application information, acceptance communication, setup instructions, assigned locations, parking information, and event-day expectations.

Participating organizations needed coordination around responsibilities and programming.

First responders needed to participate without disrupting event operations.

The Community Pool needed to accommodate increased attendance while continuing normal operational functions.

The goal was to create one cohesive community experience despite multiple overlapping workflows happening behind the scenes.

Understanding the Users

I approached the event by considering what information and experience each group needed.

Community Members

Residents needed an experience that was easy to understand and participate in. Public communications focused on the event time, location, free pool admission, activities, vendors, first responders, and other opportunities available during the event.

Vendors & Nonprofits

Vendors required a much more detailed experience.

Their journey included:

Interest → Application → Review → Acceptance → Pre-Event Instructions → Arrival → Unloading → Setup → Event → Teardown

At each stage, the information provided needed to anticipate the vendor's next question and reduce uncertainty.

Partner Organizations

The Borough, MAWT, and Community Pool had different responsibilities but needed to operate as one event from the public's perspective.

This required consistent communication and clearly defined responsibilities.

First Responders & Community Partners

These participants had different operational requirements than traditional vendors, requiring flexibility within the overall event structure.

Designing the Vendor Workflow

One of the most operationally complex parts of the event was creating a manageable vendor experience.

I helped coordinate a process that moved vendors from initial participation through event-day execution.

1. Application

Interested organizations received event details and participation requirements before submitting their information.

2. Review & Acceptance

Applications were reviewed, and accepted vendors received confirmation and additional event information.

3. Classification

The process needed to account for different participant types, including nonprofit organizations and other vendors.

This mattered because participation requirements were not identical for every organization.

4. Placement

Each participating vendor was assigned a numbered location on the event map.

Placement needed to create an organized event footprint while considering the physical limitations of the site.

5. Pre-Event Communication

Before the event, vendors received detailed instructions covering:

- Assigned vendor location
- Arrival and setup window
- Event hours
- Teardown expectations
- Parking
- Loading and unloading
- Space limitations
- Equipment expectations
- Electricity availability
- Event map

The objective was to answer operational questions before vendors arrived onsite.

6. Event-Day Arrival

Vendors could not simply drive directly to their assigned spaces.

The workflow therefore needed to account for:

Arrival → Designated Unloading Area → Equipment Unloading → Vehicle Relocation → Vendor Space → Setup

Communicating this process beforehand helped prevent vehicles, vendors, and attendees from competing for the same physical space.

Designing Around Constraints

A major part of the planning process involved recognizing that the easiest operational solution was not always the best experience.

Protecting Pool Concession Revenue

Because admission to the Community Pool was free during National Night Out, concession sales remained an important source of revenue.

Rather than bringing in competing food trucks, the event structure intentionally supported the Pool's existing concession operation.

This required balancing two different goals: creating a larger community event while protecting the needs of a participating organization.

Limited Vehicle Access

Vendor spaces could not accommodate individual vehicle access during setup.

Instead of allowing an unstructured arrival process, designated loading and unloading areas were incorporated into vendor instructions.

Different Participant Types

A nonprofit organization, commercial vendor, first responder, and community organization did not necessarily have the same requirements.

The operational process therefore needed enough structure to remain organized while still allowing exceptions for different participants.

Handling Edge Cases

Real-world events rarely follow the ideal workflow exactly.

The system needed to accommodate situations such as:

- Vendor placement changes
- Different requirements for nonprofits
- Parking limitations
- Vendors arriving with different amounts of equipment
- Participants requiring additional clarification
- Multiple organizations sharing responsibility for the event
- Changes communicated after initial event information had already been

distributed ● Maintaining pedestrian safety while vendors were unloading ● Ensuring operational decisions did not negatively affect the Community Pool

Rather than treating these as completely separate problems, I incorporated updates into centralized vendor communications and event instructions whenever possible.

Communication as Part of the Experience

Communication was not separate from the event experience. It was one of the tools used to make the operational system work.

I developed communications for different stages and audiences rather than sending the same information to everyone.

Public-facing messaging focused on excitement, accessibility, activities, and reasons to attend.

Vendor communications focused on logistics, expectations, deadlines, and reducing uncertainty.

Partner communication focused on coordination and responsibilities.

This allowed the amount and type of information presented to match what each audience actually needed.

Simplifying Complexity

One of the biggest lessons from National Night Out was that a successful experience can feel simple to the end user while being highly complex operationally.

A family attending the event should not need to understand vendor logistics, organizational responsibilities, parking plans, setup procedures, or behind-the-scenes coordination. They should simply arrive and experience an organized community event.

Similarly, vendors should not have to determine where to park, where to unload, where their booth belongs, or when they are expected to arrive. Those decisions should already be translated into clear instructions.

My approach was therefore to move complexity away from the user whenever possible and solve it within the planning process.

My Approach

Throughout the project, I relied on several principles that also guide my broader work:

Start with the audience. Different users need different information and experiences.

Anticipate questions. Clear communication before an interaction can prevent confusion later.

Design for reality, not just the ideal scenario. Processes need to accommodate exceptions, constraints, and unexpected changes.

Reduce unnecessary decisions. When possible, users should be given a clear next step rather than having to figure out the process themselves.

Keep the overall experience cohesive. Even when multiple organizations are involved behind the scenes, the participant should experience one coordinated event.

Outcome

The resulting system created a structured experience for vendors, participating organizations, first responders, and community members while allowing multiple organizations to collaborate on a single event.

For me, National Night Out demonstrates how I approach complex problems: understand the people involved, map the process, identify constraints, communicate intentionally, anticipate exceptions, and continually refine the experience around real-world needs.

While this project was a community experience rather than a traditional software product, the underlying challenge was similar: take a complicated system with multiple users, requirements, and edge cases and make the final experience feel as intuitive and manageable as possible.



Philly Pretzel Factory Grand Reopening

Coordinating a Multi-Channel Marketing Experience From Awareness to In-Store Action

Alexis Campisi Marketing & Communications Professional | Campaign Strategy & Customer Engagement

Role: Marketing & Content Coordinator
Environment: Retail | B2C | Multi-Channel Marketing
Project Type: Customer Journey | Campaign Workflow & Experience Design
Location: Camp Hill, Pennsylvania

Overview

The Philly Pretzel Factory grand reopening was a customer-facing marketing initiative designed to reintroduce the location to the community, generate excitement, increase awareness, and encourage customers to visit the store.

As Marketing & Content Coordinator, my role extended beyond creating individual promotional materials. I helped coordinate the grand reopening campaign across multiple social media platforms, email marketing, the Philly Pretzel Factory app, digital communications, community partnerships, public relations, and media outreach.

I also worked with the local Chamber of Commerce, developed and distributed a press release, invited local media to attend and cover the reopening, and coordinated community outreach to extend the campaign beyond the brand's existing audience.

The challenge was bringing multiple audiences, platforms, external partners, promotional messages, and timelines together into one cohesive customer experience that moved people from awareness to in-store action.

The Challenge

A grand reopening is different from an ordinary promotion because the goal is not simply to advertise a product. We needed to reintroduce the location while simultaneously creating excitement and giving customers a reason to visit.

The campaign needed to:

- Reintroduce the location to the community
- Build awareness and anticipation before the reopening
- Clearly communicate promotional offers
- Reach customers across multiple social media platforms
- Engage both existing and potential customers
- Utilize email and app notifications for direct customer communication
- Leverage community partnerships to expand local reach
- Generate earned media attention

- Maintain consistent messaging across multiple channels
- Turn digital and community awareness into in-store traffic

At the same time, messaging needed to remain recognizable as Philly Pretzel Factory while feeling relevant to the local community.

The goal was to create one connected customer experience across digital, community, and media touchpoints rather than a collection of disconnected promotions.

Understanding the Users

I approached the campaign by considering how different audiences might discover and interact with the grand reopening.

Existing Customers

Existing customers were already familiar with the brand but needed a reason to re-engage with the location.

Email marketing, app notifications, promotional messaging, and social media provided opportunities to reconnect with these customers, build excitement, and give them a reason to return.

New & Potential Customers

Potential customers may have had limited familiarity with the location or brand.

For these customers, communications needed to establish awareness, communicate value quickly, and make the reopening relevant enough to encourage an initial visit.

Social Media Audiences

The campaign utilized several social media platforms, meaning customers could encounter reopening information in different formats and at different stages of the campaign.

Content needed to be adapted for each platform while maintaining consistent event information, promotional messaging, branding, and calls to action.

Email & App Audiences

Email marketing and the Philly Pretzel Factory app provided direct access to customers who already had some connection with the brand.

These channels allowed us to reinforce reopening information and send timely reminders without relying solely on customers encountering content organically through social media.

Chamber of Commerce & Community Partners

Working with the local Chamber of Commerce and other community connections allowed us to extend the campaign beyond the store's existing audience.

These partnerships also helped position the grand reopening as a local community event rather than solely a retail promotion.

Local Media

Media required an entirely different communication approach.

I developed a press release communicating the reopening story and relevant event details and directly invited local media outlets to attend and cover the event.

Rather than approaching media with consumer-focused promotional messaging, the reopening needed to be presented as a timely and locally relevant story.

Designing the Customer Journey

One of the most important parts of the campaign was considering how someone could move from first discovering the reopening to ultimately visiting the store.

The customer journey included:

Awareness → Interest → Promotion Discovery → Reminder → Decision → Store Visit → Continued Engagement

Different channels supported different stages of that journey.

1. Awareness

Initial communications introduced the grand reopening and began rebuilding awareness around the location.

Social media, email communications, community partnerships, Chamber outreach, and media relations created multiple opportunities for customers to discover the reopening.

2. Building Interest

As the reopening approached, messaging provided additional reasons for customers to continue paying attention.

Social content, email marketing, promotional messaging, community outreach, and app notifications worked together to build anticipation and keep the reopening visible.

3. Promotional Messaging

Offers needed to be compelling while remaining easy to understand.

I developed messaging and calls to action that clearly communicated promotions and provided customers with a reason to participate in the reopening.

4. Multi-Channel Reinforcement

Customers do not necessarily take action after seeing a message once.

Using multiple social media platforms, email marketing, digital communications, and the Philly Pretzel Factory app allowed the campaign to reinforce reopening information at different stages of the customer journey.

Rather than relying on a single communication channel, customers had multiple opportunities to encounter and re-engage with the campaign.

5. App-Based Customer Communication

The Philly Pretzel Factory app provided an additional direct customer touchpoint.

I utilized the app to send notifications related to the grand reopening, placing timely reopening information directly in front of existing customers through a platform they were already using to interact with the brand.

This created another customer path:

App Notification → Reopening Information → Customer Interest → Store Visit

6. Community Amplification

Working with the Chamber of Commerce and community partners created additional avenues for reaching local audiences.

These relationships extended the reopening beyond the company's owned marketing channels and strengthened the location's connection to the surrounding business community.

7. Earned Media Outreach

I developed and distributed a press release that organized the reopening into a clear, locally relevant story.

I also proactively invited local media outlets to attend and cover the event, creating opportunities for consumers to discover the reopening through third-party sources rather than solely through brand communications.

8. In-Store Action

Ultimately, each touchpoint had the same larger objective: translate digital visibility, direct customer communication, community awareness, and media exposure into physical customer traffic.

Designing Across Multiple Channels

One of the most complex parts of the project was maintaining a cohesive experience across channels that function very differently.

Social Media

Several social media platforms were utilized to generate awareness, build anticipation, communicate promotions, and maintain visibility leading up to the reopening.

Content was adapted to each platform while keeping the core campaign information and messaging consistent.

Email Marketing

Email marketing provided a direct way to reach customers with reopening information, promotional messaging, reminders, and calls to action.

It also allowed us to reinforce important campaign information with an audience that had already established a connection with the brand.

Philly Pretzel Factory App

The Philly Pretzel Factory app created another direct communication channel with existing customers.

I utilized app notifications to communicate reopening information and reinforce key campaign messaging, providing timely reminders through a platform customers already used.

Chamber & Community Outreach

Working with the local Chamber of Commerce and community partners helped extend campaign reach and create additional connections within the surrounding community.

Public Relations

I developed a press release that transformed promotional information into a concise, locally relevant story that could be shared with media outlets.

Media Relations

I proactively invited local media to attend and cover the grand reopening, creating another opportunity to generate awareness outside of the company's owned marketing channels.

The challenge was adapting communication to each channel and audience without allowing the overall customer experience to become fragmented.

Designing Around Constraints

Like any customer-facing campaign, the grand reopening required balancing multiple priorities.

Brand Consistency vs. Local Relevance

Philly Pretzel Factory already had an established brand identity.

The campaign needed to remain consistent with that identity while making the reopening feel relevant and personal to customers in the local market.

Information vs. Attention

Customers needed enough information to understand the reopening and its promotions, but too much information could make communications difficult to engage with.

Messaging therefore prioritized the information most likely to move customers toward action.

Multiple Audiences

Existing customers, potential customers, social media audiences, app users, email audiences, community partners, the Chamber of Commerce, and local media did not need identical messaging.

The campaign required a consistent core message with enough flexibility to communicate effectively with each audience.

Multiple Touchpoints

A customer might first learn about the reopening through social media, email, an app notification, the Chamber of Commerce, a community partner, or local media.

Each touchpoint needed to make sense independently while still reinforcing the larger campaign.

Handling Edge Cases

A multi-channel campaign does not create one predictable customer journey.

The campaign needed to account for situations such as:

- Customers discovering the reopening through different social platforms
- Customers receiving an email without having seen previous social content
- App users receiving a reopening notification as their first exposure to the campaign
- Audiences encountering promotional messaging at different stages
- Existing and new customers requiring different levels of brand context
- Promotional information remaining consistent across social media, email, app

notifications, and community communications ● Different platforms requiring different content formats and lengths ● Community partners communicating with their audiences differently than the brand ● Media requiring different information and context than consumers ● Campaign messaging evolving as the reopening approached ● Updated information needing to remain consistent across all active channels

Rather than assuming every customer would experience the campaign in the same order, each touchpoint needed to provide enough context to stand independently while still supporting the larger campaign.

Communication as Part of the Experience

The customer experience began well before someone entered the store.

Every social post, email, app notification, promotional message, Chamber interaction, community partnership, press communication, and media touchpoint contributed to the customer's perception of the reopening.

I approached these communications as connected parts of the customer experience rather than isolated marketing deliverables.

Social media created awareness, engagement, and ongoing visibility.

Email marketing provided direct communication and reinforced important reopening information.

App notifications delivered timely information directly to existing customers.

Promotional messaging created a reason to visit.

Chamber and community outreach expanded local reach and credibility.

Public relations and media outreach created opportunities for earned exposure.

Calls to action helped translate awareness and interest into an in-store action.

Together, these touchpoints created multiple paths toward the same outcome:

Discover → Understand → Engage → Visit

Simplifying the Customer Journey

Behind the campaign were multiple social platforms, email communications, app notifications, promotional offers, community partnerships, media relationships, audiences, and timelines.

The customer should not have needed to understand any of that complexity.

Their experience needed to remain simple:

Discover the reopening → Understand why it matters → See the value → Know what to do next → Visit the store

My role was to help organize the complexity behind that journey so customers received clear, consistent, and actionable information regardless of whether they encountered the campaign through social media, email, the Philly Pretzel Factory app, a community partner, the Chamber of Commerce, or local media.

My Approach

Several principles guided my work throughout the grand reopening campaign:

Meet customers where they are. Rather than relying on one platform, I utilized social media, email marketing, app notifications, community partnerships, Chamber connections, and media outreach to create multiple opportunities for customers to encounter the campaign.

Think beyond individual marketing pieces. A social post, email, app notification, press release, or promotional message is more effective when it supports a larger customer journey.

Give every communication a purpose. Each touchpoint should help move the audience toward a specific next step rather than simply provide information.

Adapt without losing consistency. Social audiences, email subscribers, app users, community partners, and journalists required different communication approaches, but the core campaign needed to remain consistent.

Look beyond owned channels. Working with the Chamber of Commerce, community partners, and local media allowed the campaign to reach audiences beyond those the brand could access independently.

Connect digital engagement to real-world outcomes. Social engagement, email interactions, app notifications, and media exposure were valuable, but the larger objective was to translate that attention into customer visits and participation in the grand reopening.

Outcome

The grand reopening campaign created a coordinated customer experience across multiple social media platforms, email marketing, Philly Pretzel Factory app notifications, promotional messaging, Chamber and community partnerships, public relations, and media outreach.

Rather than treating each channel as a separate marketing task, I approached the campaign as a connected journey designed to move customers from awareness to interest to action.

The project demonstrates how I approach customer-facing challenges: understand the audiences involved, map how they may encounter an experience, coordinate multiple communication channels, adapt messaging for different users and platforms, manage external stakeholders, anticipate different customer paths, and maintain a clear objective throughout the process.

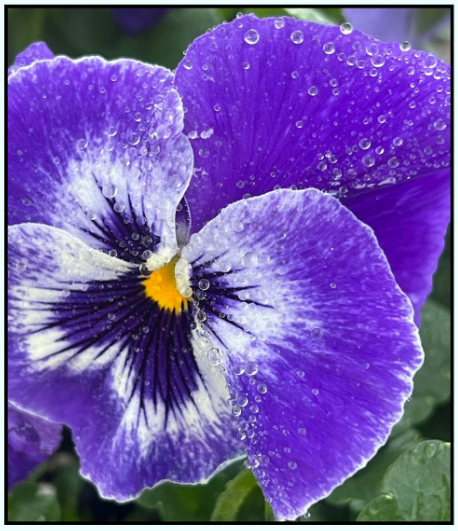
While this project centered on a physical retail experience rather than a traditional software product, the underlying thinking is transferable: design around the user, account for multiple journeys and touchpoints, coordinate complexity behind the scenes, and make the desired next step clear.



SUCCESS: PREVIOUS WORK AND ANALYTICS OVERVIEW

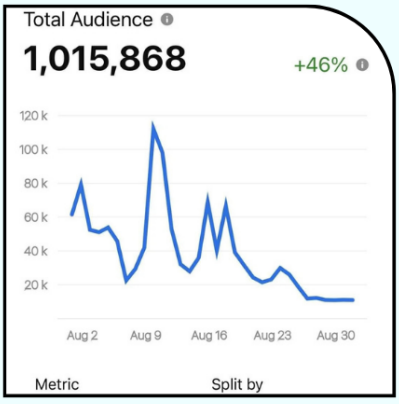
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