



## You've Hired Santa – Now What?

Use our helpful guide to help plan, prepare, and run your Santa visit smoothly – with actions to take, ideas to inspire, and the magic of the season built in.

### 1. Set a Clear Schedule for Santa's Visits



- **Action:** Plan Santa's arrival, breaks, and departure – and stick to it.
- **Example:** 6 hours: At least 2 breaks. 1 for 10 mins to freshen up, break 2 for 30 minutes to stretch legs and have some food/water
- **To Do:**
  - ☐ Confirm arrival and departure times
  - ☐ Schedule breaks and share timings with your team
  - ☐ Ensure Santa's changing area is available

### 2. Prepare a Festive Setting



- **Action:** Create a welcoming space that's visually festive and camera-ready.
- **Example:** A comfy chair, decorated backdrop, fairy lights, and a simple 'North Pole' sign instantly create the right atmosphere.
- **To Do:**
  - ☐ Choose a suitable location indoors/outdoors
  - ☐ Set up decorations and seating for Santa
  - ☐ Test lighting for photos

### 3. Manage Queues Sensibly



- **Action:** Avoid long waits and crowding by organising guests clearly.
- **Example:** Use numbered tickets, a simple sign-in sheet, or timed entry to manage flow.
- **To Do:**
  - ☐ Choose a queue system (e.g. tickets or slots)
  - ☐ Assign someone to manage the queue
  - ☐ Provide signage or verbal announcements

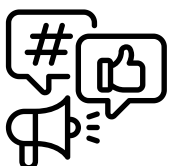
### 4. Brief Santa in Advance



- **Action:** Share key event details and anything Santa should know beforehand.
- **Example:** Let us know if you want Santa to hand out specific gifts, mention your company name, or accommodate special needs.
- **To Do:**
  - ☐ Send us any special instructions or requests
  - ☐ Confirm pronunciation of names or brand mentions
  - ☐ Let us know if there are any surprises or shout-outs planned

Contact us: [hello@enviragepromotions.co.uk](mailto:hello@enviragepromotions.co.uk)

Tel: 0844 800 0071 (Mon to Fri) Out of office hours contact : 07810 550 202



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### 5. Inform Your Team



- **Action:** Make sure everyone on-site knows the plan and their role.
- **Example:** One staff or Elf greets families, one manages the queue, and one assists with photos or gift handouts
- **To Do:**
  - ☐ Share the Santa schedule with all team members
  - ☐ Assign key roles (queue, photos, support)
  - ☐ Have one point of contact for Santa on the day

### 6. Keep Children Entertained While They Wait



- **Action:** Add simple activities nearby to keep the festive energy going.
- **Example:** Set up a table with colouring sheets, letters to Santa, or a Christmas movie on a loop.
- **To Do:**
  - ☐ Prepare a few activities for waiting children
  - ☐ Provide crayons, festive printables, or music
  - ☐ Keep the area safe and easy to supervise

### 7. Make the Most of Photo Opportunities

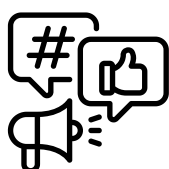


- **Action:** Help guests capture the moment and create lasting memories.
- **Example:** Encourage families to take their own photos or offer a Elf helper to snap them.
- **To Do:**
  - ☐ Assign an Elf to help with photography
  - ☐ Check lighting and backdrop before the event
  - ☐ Share how guests can tag or share their photos if appropriate

### 8. Wrap Up the Visit with a Special Touch



- **Action:** End Santa's visit with a moment that makes people smile.
- **Example:** Santa could lead a group "Merry Christmas" cheer or hand out a small chocolate to each child.
- **To Do:**
  - ☐ Plan a short closing moment (story, gift, song)
  - ☐ Let your team know when Santa is wrapping up
  - ☐ Ensure Santa has a clear and calm exit route



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Our talent is finding yours!