

Customer Event: Plan

1. Determine the Purpose and Goals of the Event: The first step is to determine the purpose and goals of the event. Is it a networking event, a product launch, or an appreciation event for your clients?
2. Define the Target Audience: Who are you inviting to the event? Determine the guest list and ensure that the event will appeal to your target audience.
3. Set the Budget: Determine your budget and make sure it aligns with the goals and purpose of the event. This includes the venue, catering, entertainment, decorations, and any other expenses.
4. Select the Venue: Choose a venue that aligns with the goals and purpose of the event. Consider the location, ambiance, capacity, and accessibility for your guests.
5. Plan the Program: Create a program for the event that includes activities that will engage the guests and align with the purpose of the event. This can include keynote speakers, workshops, breakout sessions, product demos, or entertainment.
6. Hire Vendors: You'll need vendors to provide catering, decorations, audiovisual equipment, and other services. Research vendors in your area and select those that align with your budget and event goals.
7. Promote the Event: Promote the event to your customers and target audience through various channels, such as social media, email, or direct mail. Make sure to provide clear and concise information about the event.
8. Confirm Guest Attendance: Send reminders to your guests about the event and confirm their attendance to ensure you have an accurate headcount.
9. Host the Event: Make sure everything is in place, and your guests are welcomed.
10. Follow Up: After the event, follow up with your guests to thank them for attending and to collect feedback. This will help you improve future events.

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