

Summer BBQ

Client Appreciation Event Manual



Client Appreciation Summer BBQ Party!

Business deals grow naturally through personal contact. Any opportunity to visit with a lot of people socially will build your business exponentially. Not only is it a very time efficient way to connect with your clients, but it is a very fun and cost-effective way to encourage your clients to bring a friend...the exact type of people you would like to have as clients. Just remember, like-minded people stick together!

People like to feel appreciated and what a better way to feel appreciated as a client than to enjoy a wonderful, social event with food and fun! You are face-to-face with your clients, who you know and like, and quite possibly a few of their friends (who might need your services) and at the same time you are building good will.

In order to have a successful event, you want to plan well in advance. Decide when and where to host your event and then the planning begins from there! Schedule each step in your calendar.

COST: Consider the cost of your event and work this into your budget. Depending on the number of clients you have will determine the costs involved. You should be able to host a very nice, simple, catered, summer BBQ party for a total cost of around \$15-\$18 per person.

Here's an example cost breakdown for 200 people:

	COST
Venue	\$300
Catering	\$12/pp (beverage not included)
Beverages	\$100 (assorted soda and water)
Entertainment (DJ/Magician)	\$300
Gifts/Raffle Prizes	\$200
Invites	\$150 (Printing and postage for 200)

For 200 happy clients (and a few friends to boot), the cost was roughly \$3,500...but the benefit was beyond words!

WHERE TO HOLD THE EVENT: This is a fun, summer, client appreciation party. So keeping it outdoors in a relaxing environment with a beautiful setting is perfect. Think of locations like: Perennial Gardens, Outdoor gardens, Picnic area, or Local parks. Most of those types of locations also have a shelter should in climate weather occur.

WHO /HOW MANY TO INVITE: All of your clients...and ask them to bring a friend!

INVITATIONS: The last page contains a sample invitation for your Client Appreciation party. You can modify this simple Microsoft Word Document (.docx) and print them in your office (if you have the equipment to do so) or bring to your local printer. The fee for this service at a local printer is nominal. Also, as soon as you have chosen your date, don't forget to mention it in your monthly Epidemic Marketing newsletter to let them all know to "Save the Date" for your annual Client Appreciation party. You might as well take advantage of saving a little postage instead of sending a separate "Save the Date" postcard. Also keep in mind, depending on your location; you may need to include a map to the location along with your invite.

RSVP: When taking reservations for the Client Appreciation party, make sure to reiterate that they are welcome to bring a friend. This is as simple as asking them for their friends name when they call in to RSVP. Also, on your after-hours message ask them to leave the name of the friend that they will be bringing with them to the Client Appreciation event (and that information is needed for the nametags).

REGISTRATION: As clients arrive, they will register and receive their name tag. At the same time, take a moment to snap a fun picture of them to place on your office wall. Then use those pictures to create a fun, Client Appreciation Summer BBQ picture montage. Every time they visit your office, they will enjoy seeing familiar faces they met at the summer picnic!

My General Event Plan

Event date: ____/____/____ Event time: _____ How many: _____

General Itinerary:

Location Site: _____

Caterer: _____

RESERVE EVENT SITE: Contact the venue to arrange the details of the event. You should do this 6-8 weeks before the event to give both yourself and the venue ample time to arrange the details.

Make sure that your venue can accommodate groups of your anticipated size. Be sure to ask how many tables and chairs are available, what restroom facilities are available and how many hours the rental fee is for. Since you are planning on having food and drink, make sure there is adequate setup space for the caterer and discuss plans for where they would need to be setup at.

☐ Reserve Venue (*TIP: look for "Outdoor Wedding Venues" online*)

Name of Venue: _____

Phone Number: _____ Contact: _____

Date: _____ Time: _____ Number They Can Accommodate: _____

Price: \$ _____ For how many hours: _____ Table/Chairs for how many: _____

Are additional tables and chairs needed? If so, any suggestions of rental companies?

What is included with the rental fee: _____

Any additional items available (additional fees may apply): _____

☐ Arrange time to meet with the venue so you can discuss details

Date: ____/____/____ Time: _____

Meeting Contact Name: _____

☐ Restroom Facilities:

Are there facilities available to accommodate group size? ☐ Yes ☐ No

Additional Details: _____

FOOD:

☐ **Reserve Caterer**

Name of caterer: _____

Phone number: _____ Contact: _____

For how many people: _____

Price per person: \$ _____

Event Date: ____/____/____ Time food will be delivered: _____

Are paper products, napkins and plastic ware included? ☐ Yes ☐ No

☐ **Caterer/Staffing:**

Is there a specific caterer that must be used: ☐ Yes ☐ No

If yes, name: _____ Phone: _____

Will caterer staff serve the meal: ☐ Yes ☐ No

Is additional staff needed: ☐ Yes / Cost: \$ _____ ☐ No

☐ **Menu**

Dessert Included?: ☐ Yes ☐ No

If no, plan for 1-1.5 per person (brownies, cookies, mini Cheesecake, etc.)

☐ **Beverages:**

Are beverages included with catering cost? ☐ Yes ☐ No

If no, can those be purchased separately? ☐ Yes ☐ No

If no, plan for 1-1.5 per person (assorted soda, water, etc.)

GIFTS/PRIZES: There are many great gift ideas that cost well under \$5.00 - candles, picture frames, kitchen towel sets, local store gift cards, scratch off lottery tickets, boxes of note cards, etc...

Raffles are a fun way to give the gifts away. Rolls of raffle tickets are sold at most party supply or dollar stores. You could just have periodic raffle drawings, or even play a couple of games of Bingo throughout the party and give prizes to the winners. The important thing is to make sure no one leaves empty handed.

In addition, consider additional side entertainment like a Music DJ and/or table-side magician. Both can make for a very fun experience!



☐ Gifts:

Budget for Gifts: \$ _____

How are you going to give prizes away? _____

List of Prizes: _____

Additional Details: _____

☐ Entertainment:

Disc Jockey: _____ Cost: \$ _____

Street Entertainer / Magician: _____ Cost: \$ _____

Additional Details: _____

- A great resource to find gifts, crafts, games and themed décor is www.orientaltrading.com
- Dollar Stores are a great way to stretch your budget and usually have a good selection of items
- Make it an annual event and plan ahead to purchase items when they are 75% off and more, such as after the holiday/end of season sales.
- Purchase a couple inexpensive digital cameras to have on hand for those that “forgot” theirs, just one more ***“wow - they thought of everything!”***

GETTING THE MOST FROM YOUR REFERRALS: Make sure to add any referred guests to your prospect drip list. In order to get their contact information, let them know that you would love to mail them a copy of their picture as well as send out a monthly newsletter with helpful tips that pertain to them. If they would be interested in providing you with their information, you can make sure they will receive that on a monthly basis. Then, make sure you have a clipboard with paper available for them to write it down on.

Mingle around to personally thank all attendees.

Don't forget the added “WOW” factor...take a photo of everyone that attends. Then, print and mail a copy to each client and referral with a thank you note for taking the time to come to your party!

BBQ Event Check List

=====

8 Weeks Before Event Date:

- ☐ Reserve venue/discuss details
- ☐ Reserve caterer
- ☐ Reserve Entertainment

6 Weeks Before Event Date:

- ☐ Prepare client invitation list
- ☐ Bring invitation to printer (if applicable)

5 Weeks Before Event Date:

- ☐ Mail invitations
- ☐ Call caterer to arrange general details (menu, beverage plans, etc.)

3 Weeks Before Event Date:

- ☐ Purchase beverages and any paper products (if applicable)
- ☐ Purchase gifts/prizes/raffle tickets for give away

2 Weeks Before Event Date:

- ☐ Call out to invite all clients not yet RSVP'd/Declined

1 Week Before Event Date:

- ☐ Make Registration list for RSVP's
- ☐ Confirm details with Venue
- ☐ Confirm details with Caterer
- ☐ Confirm details with Entertainers

Week Of:

- ☐ Make nametags for attendees
- ☐ Prepare camera to snap pictures of all attendees

Day Of:

- ☐ Double check you have all items needed
- ☐ Have FUN!!!

Day After:

- ☐ Enter all of your new referrals into your drip list (client friends)
- ☐ Prepare thank-you article for monthly newsletter
- ☐ Print pictures and display in office & mail a copy to every client with an individual thank you card.

Invite Sample:

Invite a friend & join the FUN for our... **3rd Annual Client Appreciation Event**

Invite a friend and join us for a FUN afternoon Client Appreciation party at Garden Marketplatz Perennial Gardens! Enjoy the beautiful summer air, entertaining music, fun door prize drawings and great catered BBQ from **Roscoe's Famous BBQ!** And, don't forget to take a stroll through the beautiful gardens at your leisure. Be prepared for lots of FUN!



Prizes!

Picnic Lunch

Garden Walks

Fun Music

We're always looking for ways to meet new people JUST LIKE YOU!

So what are we asking you to bring?

A FRIEND!

WHEN: Thursday, June 26th

WHERE: Garden Marketplatz (123 Anywhere Street)

TIME: 11:00 AM – 2:00 PM

Please RSVP by: June 19th (so we can plan for food)

Call: (XXX)-XXX-XXXX



**Hosted by: John Smith
Smith & Associates**

This is our way of saying "Thank You!" This is not a workshop or a seminar...just a FUN TIME for YOU and a FRIEND to enjoy! So mark your calendars, save the date and join the FUN!