

Client Appreciation Event Planning Guide

Hosting a client appreciation event is a powerful way to strengthen relationships and show gratitude for your clients' trust. This guide will help you plan and execute a memorable event that leaves a lasting impression.

1. Define Your Event Goals

- Strengthen client relationships.
- Generate referrals by showcasing your dedication to clients.
- Increase brand visibility and foster a sense of community.

2. Choose the Right Event Type

- Casual BBQ or picnic for families.
- Holiday-themed party (e.g., Thanksgiving or Christmas).
- Educational workshop or home improvement seminar.
- Exclusive client appreciation dinner.

3. Plan the Details

- Set a budget and stick to it.
- Choose a convenient date, time, and venue.
- Create a guest list and send out invitations early.

4. Add Personal Touches

- Include personalized thank-you notes or small gifts.
- Feature a photo booth or memory wall with client stories.
- Offer door prizes or raffle giveaways.

5. Promote Your Event

- Send out email invitations with RSVP links.

- Post event details on social media and encourage clients to share. -

Follow up with phone calls to ensure attendance.

6. Execute and Engage

- Welcome guests warmly and introduce them to each other. - Take photos and share them online post-event. - Collect feedback through a short survey to improve future events.

7. Post-Event Follow-Up

- Send a personalized thank-you message to attendees. - Share highlights from the event on social media. - Reach out to clients who couldn't attend and offer a recap.

Let's Make Your Next Move a *Positive* One!

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