



a **DELUXE™** company

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WHITE PAPER

Tips On Planning A Company Event

A Successful Event Can Help Build Your Brand Image
With Customers And In The Community

Reasons Why Your Business May Wish To Host An Event

There are a variety of reasons why your business may wish to host a "company event". Whether

- To treat valued employees to a day of fun and relaxation in recognition and appreciation for a job well done
- To attend a day's activities to develop team-building skills
- To entertain and thank current, long-term clients
- To introduce prospective customers to your business

... there are several criteria which, when met, can make your company event an unqualified success! Events such as these also help to build your brand image with customers and in the community.

Remember To Plan Well In Advance

It's a good idea to set up a small committee to look after all of the details. Developing a budget and securing a location should be your first priority.

Then promote the event to your invitees in an effort to encourage healthy attendance. As the saying goes, "The More the Merrier!"

For ideas on how to promote your event, look for our White Paper, "Start Using Direct Mail To Build Your Brand Identity".

In addition to pertinent information such as date, time and place (as well as appropriate rain date information), don't forget to mention attention-getters such as great food, fun activities, and abundant prizes and give-aways for all who attend.

What About Those Attention-getters?

When it comes to food, make sure there is enough... as well as enough variety to accommodate any appetite or preference. As a consideration to guests with allergies or those who have adopted alternative eating choices such as vegetarianism, you may wish to label specific dishes... especially those containing such common allergens as nuts and seafood, and advise if a dish is highly spiced [hot!] or meat-free.



Remember, also, to consider all your guests when it comes time to plan activities. Depending on the event you are hosting, it may be unlikely that all attendees will be of similar abilities, so keeping the focus on fun instead of all-out competition may be your wisest decision. Vigorous activities such as baseball, badminton, and volleyball or more passive recreation such as croquet, bingo, and charades are just some of the options available to offer your guests.

Prizes and Give-aways

Regarding prizes and give-aways, broad appeal items such as thermal mugs, drinking bottles, hats, shirts, beach gear, and carry bags have tremendous attraction, especially for your employees. Fun gifts will help them remember a fun day! And the added bonus is that your brand identity will be widely seen while these products are in use.

Products that impart a business tone include pen sets, letter openers, calculators, or desk clocks are wonderfully appropriate for current and prospective customers. Remember to ensure a consistent image by using your logo on these products.

Need Help Creating A Logo?

Need help creating a logo or updating your look? **NEBS** has the largest team of design experts in Canada. We'll be happy to help you ensure a successful event!