

Kasia Olek Presents

Client Events: Closing Success

WIN THE EVENT, WIN THE CLIENT, WIN THE CLOSING

Where to Start

- What do you like to do?
 - What do you need to do?
 - What demographic is your database?
 - Where do you see your clients out and about?
 - Conversations flow when working with your hands/creating something
 - Leave with something of value = reminding of event and YOU
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**THE BEST EVENTS ARE THE ONES YOU WANT FOR YOURSELF
AND OPENING UP TO THOSE YOU CARE ABOUT**

How to Pay for It: Partnerships

- Offset costs
- Utilize Title, Lender, Inspector, Contractors, etc.
- Anyone with large spaces for gatherings
 - Restaurant owners, office space, parking lots, loft spaces, large backyards, parks
- In return- add their logo to your marketing materials

Registration is KEY

- Online
 - Easy, captures contact information, add custom questions tailored for event
- Utilize a Platform
 - Ticketleap is free to add customizations and graphics
 - Make sure guests know they are not expected to do anything (or pay) to attend
- Link everywhere
 - Add to touch weeks in advance, give ample notice to register, text reminders to register

Database = Databank

- Opportunity to lead generate and follow up
- Call/text current database WITH event graphic & link
- Ask them to bring friends - but make the friends register!
- Great excuse to follow up and stay in contact

At The Event

- Smile, greet every single guest, make sure no one is alone in the corner
- Introduce others to help solo guests make friends, connect similar groups, set up spots for photos with brand/name- take photos

All In The Follow Up

- Post pictures on social on and after event, text photo of family/clients to client in the follow up
- Create a feeling of wanting to be included in the next events
- Send hand written thank you notes and gifts to those who helped
- Send specific touch to attendees thanking for attending, introducing yourself and any other important info
- Add event recap to regular newsletter with photos

WAS IT WORTH IT?

Did you add to your database? Did you receive new leads? Did you (kindly) ask for referrals?

Plan it Out

Who are you inviting?

What is your demographic?
Can guests bring friends/dates?

What is your budget?

How will you offset costs?
What partnerships fit into event?

How much time do you have?

To plan, execute and market
Event sweet spot=
no longer than 90 minutes

What help will you have?

Who has talent?
Who can teach or entertain?

How will you market?

Will you advertise on social media?
How will guests register?

How will you keep guests at the event?

What entertainment will you have?
Will you do a giveaway?

10 Successful Events

Under \$500

Happy Hour

Drinks & Bites + Giveaways + Fun Local Vendors, punch cocktail or champagne

Floral Arranging Workshop

Flowers in bulk + Dollar store vases + wine & bites, branded vases

Brewery Date Night

Flights + Communal Bites, host on weeknight to save

Buyer/Seller Workshop

Coffee + Bites; host at local cafe

Cocktail Class

Dollar store glasses (brand)+ drink ingredients + bar snacks; friend bartend

Family Oktoberfest

Bounce house + pumpkins to paint + Face painter + cookies + popcorn

Santa Photos

Santa + local photographer or friend + milk + cookies, brand photos

Back to School Splashpad

Use local park splash pad, Partner with local snow cone vendor

Charcuterie Workshop

Buy supplies in bulk + flowers

Cookie Decorating Kit

Family friendly, Partner with local bakery to make kits