

Fresh ideas for a successful event

Events generally fall into two areas: those which, are aimed at your **external audience**, customers and prospects and those which are focused on your **internal audience** employees and stakeholders.

1. Events to reach your target market and increase sales

An event can be anything from a **gala diner, seminar, workshop** or **conference**. It's simply an opportunity to get a collection of your customers or prospects in an environment, which is controlled by you - rather than an exhibition where you are just one of many.

Events aimed at your customers can work even if they don't attend. They offer a chance to communicate with your audience in a no-pressure environment.

What could be easier than calling an old or lapsed client and asking them to attend your event with no obligation? If its done right it can be very hard for them to resist. But if they do you have had the perfect opportunity to pick up on the relationship and the next call won't be so hard.

Events that are great for your external audience are:

- Seminars
- Workshops
- Conferences
- Product launches
- Roadshows
- Open days
- Luncheon or dinners
- Exhibitions

Whatever or wherever your event, if it's planned well and executed professionally it will provide you with the platform to:

- Revive lapsed and inactive clients
- Reach new clients
- Create networking opportunities
- Build relationships
- Increase customer retention
- Reward customer loyalty

2. Events to grow your business by rewarding your employees and improving staff retention

Events aimed at your employees can provide time for you to really understand the issues, get feedback on all aspects of day-to-day business, build relationships and break down barriers between departments. They can help you to communicate the bigger picture and the importance of all the links in the chain.

Events which are great for motivating staff and building moral are:

- Team building events
- Creative conferencing
- Motivate through training
- Christmas parties
- Summer barbecues
- Anniversary celebrations

Need professional help planning and marketing your event?

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