

Pie Giveaway Event Executive Summary

Event Description

A Pie Giveaway is often held at Thanksgiving, but could also be a celebration for other holidays such as Christmas, Easter, or Mother's Day to show your appreciation for your clients.

Venue Ideas

- » Your office
- » Your home
- » The bakery where the pies are made

Who to Invite

This is a client appreciation event for a very limited number of clients. The selected clients are sent an invitation with the types of pies available and the clients are asked to RSVP their preference prior to the event.

Either outsource the design of your invitation to a graphic designer using a service like [Upwork.com](https://www.upwork.com) or use an online tool like [Canva.com](https://www.canva.com) to create your own.

How to Execute Event

- » On the Pie Giveaway day, the client comes to the office, your home, or the bakery to pick up their preferred pie.
- » When the client comes in, the advisor should greet and thank each client personally, so no appointments should be scheduled on that day.

