

Valentine's Day Event Executive Summary

Event Description

Your objective is to spend time with your best single women clients on a day they may otherwise be forgotten. They often are widowed, divorced, or single. As you do this event you may find various event themes that also work well with married women clients: a spa day, brunch or lunch, champagne and chocolate, and a floral theme are four popular events. However, match your client interest to the theme.

Venue Ideas

- » A spa day at a local salon.
- » Brunch or lunch at a very nice venue is a classic theme.
- » An afternoon of champagne and chocolate is fun, simple, elegant, and easy to execute.
- » Having a botanist or local garden store discuss spring flowers is a common theme. The event held at your home or the home of a client with a great garden also works well.

Who to Invite

For the spa day, invite a very small number of A+ clients and A+ prospects. Two or three clients with two or three prospects is an optimum number. This event is best suited for a small group of 4-8 guests.

The other three events could be from 10-20 clients and prospects. Focus on your best A+ clients. On occasion, you will be fortunate to have one client introduce multiple people to you. You can tailor the event to that client. For example, she may invite several friends and/or neighbors to view her garden at her home.

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

- » The spa day is the trickiest event to execute. If massages or facials are part of the event, then a female advisor is needed to participate. A variation is to have lunch with your guests and then let one of your female team members go to the spa. A theme centered on manicures and/or pedicures would be more comfortable to have a male advisor participate.
- » The lunch or champagne and chocolate themes are easy to execute. A very nice venue is a must. The event is about spending time with your guests so gifts are not needed. However, some chocolate, as a parting gift after the champagne event, is appropriate. Invite your best clients and prospects to the event. Open the event with a quick message to your guests. Sharing of mission statement and value proposition should be very brief, if done at all. Often times, a quick testimonial from one of your best clients is better. Your role is to welcome your guests, get introductions done, and possibly have a short testimonial. Then simply spend time interacting with them on this special day.
- » The floral event can be a longer event. You may have some education provided by your expert speaker. The focus can be on the types of flowers that do best in your climate or at various times of the year. You might also do a tour of a garden. Then you spend time enjoying lunch with your guests. This can be held at various venues. Your home or the home of one of your best clients is often a good location. This event could have as many as 20 guests. This can be a very calm, relaxed event with guests that like the outdoors and love to garden.

You must have a good follow-up process for all prospecting events. Send thank you notes to your clients for the referral. Either hand out brochure material after the event or, better yet, send your material to your prospects with a personal hand-written note included. Make sure to follow up with the prospect within 10 days if they have not returned the profile to you. And, remember to utilize the client who provided the referral to help get the prospect into the office.



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