

## **Need a new idea? Throw a party**

Running out of ideas on how to generate awareness, sales and network with potential clients? Throw that party hat on, get the creative juices flowing and prepare a bash your guests will never forget. Don't worry if you have never planned a networking event before, just follow the simple steps below and before you know it you'll be the queen, or king of the ball.

### **Develop a plan**

Like all communication tactics, it's important to develop a plan that outlines all components of planning an event. From décor and set-up, to catering, licenses and insurance, make a list of ideas and generate a plan of attack that will keep you in check and on budget.

### **Choose a venue**

Choosing a venue for a business networking event should be relatively simple. Since you are looking to build your business and generate new partnerships, bringing your guests into your place of work is ideal. You'd be amazed at how a venue can be transformed by adding a few touches here and there. Keep in mind the size of the event and the layout required to make your event a success.

### **Determine décor**

Décor is a simple yet elegant way to add a touch of class to any event; even an after work networking opportunity. Choosing a colour theme and selecting ways to tie it in through linens, flower arrangements and props will guarantee to bring it all together in a cohesive theme and really add that special touch that your guests will remember.

### **Selecting a caterer**

The number one thing that guests remember from an event is the food so it's important to choose a caterer who you trust; who meets your budget and ensures you and your guests will be satisfied. Generally for a networking event, finger foods such as bite-size appetizers, light tea sandwiches and wrap bites, various dips with artisan breads and delectable desserts will fit the bill. If you choose to serve alcohol, remember to purchase a special occasion license at your local liquor store.

Planning an event to showcase your business is an ideal PR tactic that provides an opportunity to bring current clients and potentially new ones into your work place where you are able to highlight your services and generate awareness.

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