

Types Of Events



There are many good reasons to include events in your client experience, some of which include the following:

- Add value to client relationships.
- Provide the opportunity to meet prospective clients in a non-threatening setting.
- Allow clients to introduce their financial professional to people they know.
- Create consistency and congruency to the notion of the advisor serving the interests of a small exclusive club.

An annual schedule may include three distinct types of events:

- Client Appreciation Events
- Educational Events
- Lifestyle Events

1 Client Appreciation Events

A client appreciation event enhances your client relationships. There are two distinct styles: the inclusive and the exclusive. Some Advisors present only one type; others offer a combination of both. At minimum you should host one focused Client Appreciation Event each year.

Client Appreciation Event - Inclusive

This type of event is planned for many attendees at a low cost per head, allowing you to reach more clients for a reasonable cost. You can offer these events to most of your clients.

Some ideas for an inclusive Client Appreciation Event include a simple holiday open house at the branch or offsite, a shredding party with morning pancakes or afternoon BBQ, an organized tour of the local holiday lights, or attending a local sporting or theatrical event.

Client Appreciation Event - Exclusive

This type of event reminds your best clients that they belong to an exclusive group. These events are designed for a small group of your best clients and can involve a high cost per head (though the quality and appeal of the event itself matters more than its cost). The benefit to this approach is to have a more intimate gathering that allows meaningful interaction with each participant. This type of event would be offered to either all AAA clients or a select group of AAA clients who have been actively promoting you to people they know.

An exclusive event could involve a private screening at a movie theatre with popcorn and drinks, an afternoon at the racetrack or some other high calibre sporting event, a high end dinner or dinner cruise, or a wine tasting and/or guided winery tour. The idea is the numbers are small and the impact is big.

2

Educational Events

These events often offer clients additional information into financially related topics, but sometimes provide meaningful information outside of this.

While for many advisors, educational events make up their entire event schedule, we recommend that you also include Client Appreciation and Life-Style Events because they are FUN! Also, for the most part, clients rely on their advisor to deal with the financial side of things, so too many educational events can be counterproductive. That said, your clients and prospective clients will still appreciate educational events about topics they are interested in. To ensure the success of such events, survey your clients and prospective clients to determine what financial topics they would like to learn more about.

Appropriate material must be coupled with strong promotion. Create an interesting title for the workshop to grab attention. For example, do not promote a seminar about “Estate Planning” but instead considering calling it: *The How to Disinherit CRA Symposium*.

A catchy title and attention-grabbing subject matter will encourage your clients and their guests to attend. Remember Rule #1: Never promote a ‘seminar.’ Seminars can have a bad connotation. Instead, use terms like *symposium* or *workshop*. Even the word “Webinar” is over-used at this time.

Perception is everything.

3

Lifestyle Events

Lifestyle events can be the best part of an event series for many advisors and clients because they cater to the personal interests of clients and people they know.

Clients are typically more disposed to bringing someone they know to a Lifestyle event. As a result, it can be the best opportunity for an advisor to be introduced to the people whom their clients know and like. Lifestyle events can be a key component of your event series.

Use Client Profiling information and/or survey your clients to determine what types of Lifestyle events will interest them. This way, you know that your event will be well-attended, and that your clients will likely bring friends or family – prospective clients – to the event.