Invitation Tickets

The inclusion of a physical ticket with the invitation immediately conveys a monetary value of being invited to the event, which is what we want to achieve. In addition, it gives your clients something tangible to put on their fridge, desk, or mantle that reminds them of the upcoming event, which is also great! Finally, when they go to the event, this ticket will have all the details they need to get to the right place at the right time.

Depending on the event and whether you'd like your clients to bring along guests, you may want to include extra tickets. Remember, the primary objective of the event is your clients having a terrific time – with or without their guests. The secondary objective is that you *may* get the opportunity to meet a friend or family member that has been brought along as a guest to one of your events. This person could be a potential future client!

In-House Tickets

Some advisory teams have individuals on their team who are skilled with using Word. This can help you produce professional and inexpensive ticket templates in-house. We recommend you use similar ticket templates for your events, including the basic information: Event name, Date, Time & Location, along with an attractive image or graphic. Be sure to include RSVP information as well. We recommend these tickets are printed on thick cardstock paper to give the look and feel of an actual event ticket.

The golden rule: Keep it simple!

Outsourced Tickets

Ensure the 'wow-factor' of your events by contacting a professional print shop to produce your event tickets. Many options are available locally or online, and for an exceedingly small outlay, you can make your event and invitation feel more bespoke and valuable to your best clients.

Even in small batches, high-quality tickets help to elevate an event and give it a sense of exclusivity for a cost of pennies per ticket. Many printers offer design templates as well, so you can build your own ticket in minutes if you do not have an in-house graphics person.