

5 Event Ideas For Your Business

1. Brand Launch Party

- Celebrate an anniversary, a milestone, or the day you launched your business.
- Invite new and old clients, family, friends, foot traffic and a virtual audience
- Use the opportunity to introduce a new product line or service

2. Networking Happy Hour

- Set a specific goal and identify key players needed to execute
- Invite a select group of people who can help you achieve said goal
- Include a "WOW" factor to spark fun and creativity

3. One day Pop-up Sale

- Set a sales goal
- Include other businesses to maximize foot traffic and attendance
- Include perks, raffles and giveaways

4. Industry Talk

- Choose a trending or specialized topic within your industry
- Invite professional speakers within your network or hire
- Produce takeaways, handouts and resources for attendees

5. Workshop

- Select a theme and a goal for what you want to accomplish
- Hire specialist, contractors and professional speakers
- Obtain post-workshop surveys