

Awkward Agent®

CANVAS & CRAFT BREW (CLIENT APPRECIATION)

The theme of this party is “Keep Calm and Hop On.” Your clients will be guided step-by-step as they create their masterpiece while sipping on delicious craft brews. To get started, contact a local craft brewery about reserving a private area for your event. Make sure you have enough space to spread out and paint. Next, find someone to help guide your guests with their paintings. Local art schools are a great resource for teachers you can hire. Then it’s time to get the word out. Send out a “Save the Date” card with a preview of what to expect and follow up a couple of weeks later with a formal invitation. After the event, consider offering to deliver your clients’ paintings to their homes. This will give you another opportunity to see them and thank them for coming.

WHO TO INVITE

We recommend hosting a smaller group for this event. Focus on inviting top clients or referral sources. This is a great party for people who are introverts. With the focus being on painting, they won’t feel the pressure to socialize the entire time.

TIMING

You can book your Canvas & Craft Brew event anytime. Although we like the month of March because it’s “National Craft Month.” Yes, it’s a thing. It goes really well with being crafty and drinking craft beer - don’t you think?

VENUE

Contact your favorite craft brewery to host this event. Ask about reserving a private area for your party with plenty of room to spread out.

AGENDA

On the day of your event make sure you have a plan to keep everything running smoothly.

1. Meet and Greet
2. Icebreaker Activity
3. Introduce the Project
4. Painting and Beer Tasting
5. Thank You for Coming

WHAT YOU NEED

Supplies

- | | |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Acrylic paints | <input type="checkbox"/> Paint easels |
| <input type="checkbox"/> Medium or small canvas boards (8" x 10" or 11" x 14") | <input type="checkbox"/> 2" blue painters tape (if you tape canvases to table instead of using easels) |
| <input type="checkbox"/> Assorted paint brushes | <input type="checkbox"/> Trash can |
| <input type="checkbox"/> Aprons | <input type="checkbox"/> Trash bags |
| <input type="checkbox"/> Paint tray palates | <input type="checkbox"/> Paper towels |
| <input type="checkbox"/> Paint mixing cups | <input type="checkbox"/> Handwipes |
| <input type="checkbox"/> Cleaning buckets (2 buckets for clean and dirty water) | <input type="checkbox"/> Nametags |
| <input type="checkbox"/> Butcher paper (to cover tables) | <input type="checkbox"/> Sharpies |
| | <input type="checkbox"/> Prizes (for icebreaker taste test) |
| | <input type="checkbox"/> Sound system/speaker |
| | <input type="checkbox"/> Camera or phone (for taking pictures) |

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

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Food & Drink

You'll be hosting this event at a local brewery, so they should be able to provide food and beverage for your event. If not, ask about bringing in your own. Here are some suggestions for munchies that go well with craft beer.

- ☐ Pub mix
- ☐ Popcorn
- ☐ Pretzels
- ☐ Beer nuts

GOOD VIBES ONLY

Icebreaker

Start your event with an icebreaker activity that is both fun and educational. Play a game of "Rank the Beers." Ask the brewery to provide each of your guests with a sample tray of 5-6 beers. Divide your group into teams and ask them to arrange their beers in order after they've tasted each.

Suggested ranking orders may include:

- ☐ Least to most carbonated
- ☐ palest to darkest in color
- ☐ Driest to sweetest
- ☐ Lightest to boldest
- ☐ Least to most bitter

Award the winning team with a prize.

Music

Play music at the beginning of your party when everyone is arriving and getting to know each other. But once the painting instruction starts, turn it off. Consider creating your own playlist with favorite songs like "Beer For My Horses" by Toby Keith or "I Like Beer" by Tom T Hall.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ "Save the Date" card
- ☐ Invitation
- ☐ Personal phone calls
- ☐ Email
- ☐ Text messages

Collateral

Further promote your personal brand with the following:

- ☐ Water bottle labels
- ☐ Snack labels (if you pre-package your beer snacks)
- ☐ Thank you cards
- ☐ Post event pictures on social media

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