

CORN MAZE (CLIENT APPRECIATION)

This is one time it's OK to get lost with your clients. Invite your favorite people to an evening at a corn maze. To get started, check your local listings for a corn maze near you. Book your group and ask about reserving a private area where you can have a check-in table and say hello before the event starts. Once you've got these details set, it's time to get the word out. Send a "Save the Date" card with event specifics and follow-up a couple weeks later with a formal invitation. Let people know that space is limited so it's important they RSVP early. Make sure everyone is well equipped by providing them with drawstring backpacks filled with snacks, bottled waters, and a flashlight. You may also want to feature a competition. Position yourself or a volunteer at the entrance of the maze. Write down the time that each group enters. Have a second volunteer at the end of the maze and ask them to write down the time as the group exits. After the event, calculate times and award the top finishers with a prize.

WHO TO INVITE

We recommend inviting top clients and referral sources with children to this event. It's a great outing for families and one that is likely to draw a crowd. People love seasonal events like this.

TIMING

Autumn is the perfect time to visit a corn maze (and when they're open). Pick an evening in September or October.

VENUE

Check your local listings to find a corn maze near you. Simply do an online search and you'll likely find a number of options.

AGENDA

On the day of your event, have a plan to keep everything running smoothly.

1. Check-in
2. Distribute Corn Maze Tickets and Backpacks
3. Explore the Corn Maze
4. Thank You for Coming (say goodbye at the exit of the maze)

WHAT YOU NEED

Supplies

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| <input type="checkbox"/> Drawstring backpacks (consider branding them) | <input type="checkbox"/> Balloons and signage to draw attention to your check-in location |
| <input type="checkbox"/> Flashlights | <input type="checkbox"/> Curling ribbon (for balloons) |
| <input type="checkbox"/> Glow necklaces | <input type="checkbox"/> Picture frames (to frame contest photos) |
| <input type="checkbox"/> Batteries (if they don't come with flashlights) | <input type="checkbox"/> Guess tickets (see icebreaker) |
| <input type="checkbox"/> Cellophane treat bags | <input type="checkbox"/> Entry box (see icebreaker) |
| <input type="checkbox"/> Prizes for top finishers | <input type="checkbox"/> Coffee gift cards |
| <input type="checkbox"/> Notepads (to record entrance and exit times) | <input type="checkbox"/> Tape |
| <input type="checkbox"/> Pens | <input type="checkbox"/> Scissors |
| <input type="checkbox"/> Table and chairs (for check-in) | <input type="checkbox"/> Phone or camera to take pictures |
| <input type="checkbox"/> Table covering | |

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Food & Drink

Include some festive snacks in your guest's backpacks in case they get hungry on the trail. Here are some of our suggestions.

- ☐ Bottled waters
- ☐ Carmel apples
- ☐ Cookies
- ☐ Halloween candy
- ☐ Popcorn

GOOD VIBES ONLY

Icebreaker

Here's a fun game you can play at check-in. It's called "Guess Which House is Haunted." Display 5 photographs. One of which is a property rumored to have ghostly activity and others that are fixer-uppers needing a lot of TLC. Ask guests to write down their guess. Award people who guess correctly with a coffee gift card. Great way for you to break the ice and chat with folks when they arrive. All you have to do is remind them to make a guess (and that you know of an amazing fixer-upper in the area).

Music

With this event being in the middle of a field, it's not likely you'll be listening to music. However, if you are fortunate to reserve a private area at the venue, consider bringing a portable speaker and downloading a Halloween playlist for your guests to enjoy during check-in.

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
- ☐ Treat bag labels
- ☐ String backpacks (consider branding them)
- ☐ Flashlights (consider branding them)
- ☐ Thank you cards
- ☐ Post event photos on social media and give shout outs to winners

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