

HOLIDAY LIGHTS & LIBATIONS (CLIENT APPRECIATION)

Experience the magic of the season by taking your clients to see the sparkling lights and festive decorations in your town. Pair with a visit from Santa and complimentary cocktails and appetizers and you'll have an unforgettable holiday experience. To get started research holiday light displays in your area (like Zoo Lights). Next, contact the venue about securing group tickets and a private space for your guests. If the venue cannot offer a private area, consider hosting a happy hour at a local hot spot nearby and instruct your guests to stop by to pick up their tickets before the event starts. That way you'll have an opportunity to get face-to-face with everyone and say hello. Once you've got these details nailed down, it's time to get the word out. Send a "Save the Date" card with event specifics and follow-up a couple of weeks later with a formal invitation. Let people know that tickets are limited so it's important they RSVP early. Leave your guests with a lasting impression by giving each client a small holiday gift (have Santa hand these out). Pick something with shelf-life so you'll continue to be top-of-mind for all things real estate. You don't have to give an expensive item, just something they'll use (and keep).

WHO TO INVITE

Invite your top clients and referral sources to this event.

TIMING

Schedule your event anytime between Thanksgiving and Christmas. Make sure you purchase group tickets as soon as they go on sale. These events are very popular and if capacity is limited, you'll want to quickly reserve your date and time.

VENUE

Check your local event calendar for light displays in your area. Zoos and botanical gardens are great places to start. These venues tend to offer the most impressive displays. If you're hosting a happy hour off-site, also book this early as private rooms are in high demand this time of year.

AGENDA

Keep things running smoothly by following our proposed schedule on the day of your event.

1. Check-in
2. Distribute event tickets, drink coupons (if offering complimentary drinks)
3. Mix and mingle – pre-event happy hour
4. Visit from Santa (hand out your holiday gifts, photo op)
5. Light Display
6. Thank You for Coming

WHAT YOU NEED

Supplies

- | | |
|---|--|
| <input type="checkbox"/> Santa suit (with a volunteer to wear it) | <input type="checkbox"/> Nametags |
| <input type="checkbox"/> Candy canes (from Santa) | <input type="checkbox"/> Sharpies |
| <input type="checkbox"/> Drink tickets (for complimentary drinks) | <input type="checkbox"/> Small gifts (consider branded item like an embroidered throw) |
| <input type="checkbox"/> Check-in table and chairs | <input type="checkbox"/> Raffle box (see icebreaker) |
| <input type="checkbox"/> Table covering | <input type="checkbox"/> Raffle tickets (see icebreaker) |
| <input type="checkbox"/> Table decorations and welcome sign | <input type="checkbox"/> Raffle prize (see icebreaker) |
| | <input type="checkbox"/> Camera or phone (to take pictures) |

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

Awkward Agent®

Food & Drink

If you're hosting the event at a local zoo or botanical gardens, it's likely they'll have catering services on-site and can assist you with providing food and drink for your guests. If you host your pre-event gathering at a nearby restaurant, we recommend order appetizers in advance and have them set up buffet style so guests can enjoy at their convenience. Here are some of the most popular bar appetizers.

- ☐ Mozzarella sticks
- ☐ Chicken wings
- ☐ Spinach and artichoke dip
- ☐ Stuffed mushrooms
- ☐ Sliders
- ☐ Quesadillas
- ☐ Nachos

For drinks, give each of your guests 1-2 drink tickets that can be redeemed at the bar. At the end of the night, the venue will tally up the number of tickets redeemed and bill you accordingly.

GOOD VIBES ONLY

Icebreaker

Want to add a little for fun to your event? Encourage your guests to wear an ugly Christmas sweater. Anyone who shows up in their sweater will be entered in a drawing to win a great prize (make it good to encourage participation). These holiday sweaters are sure to spark conversation among your guests and create an amazing photo op.

Music

Good news! Music is guaranteed at your holiday light display. However, if you have a private area where music is not playing, you may want to consider downloading a holiday playlist off of Spotify. Bring a portable speaker or connect to the venue's sound system if available.

HELPFUL TIPS

Get the Word Out

We recommend reaching out to your clients with the following:

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

Collateral

Further promote your personal brand with the following:

- ☐ Holiday gifts (consider branding)
- ☐ Coffee cup stickers (if you offer any warm beverages on-site)
- ☐ Welcome sign
- ☐ Thank you cards
- ☐ Post event pictures on social media

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