

## HOLIDAY SHOW (CLIENT APPRECIATION)

Seeing a show is one of the best ways to get in the holiday spirit. Invite your clients to an evening at the theater. Host a pre-show happy hour to connect with each individual personally and wish them happy holidays. To get started, research which holiday shows are coming to town. Pick a classic that everyone will enjoy or a holiday concert featuring a popular artist. Reach out to the group sales department at the theater and ask about reserving a block of tickets before they go on sale to the public to ensure you've got great seats and can all sit together. Once you've figured out these key details, 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 space is limited so it's important they RSVP early to claim their tickets. We recommend you secure a check-in table near the entrance. You'll want clients to pick up tickets directly from you so you can say hello. If you decide to provide complimentary drinks or host a happy hour, we recommend talking to the theater about designating a bar just for your group and providing your guests with drink tickets. Also, if the theater will allow, give everyone a goodie bag filled with some snacks for the show topped off with a message of gratitude from you.

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### WHO TO INVITE

Holiday theater tickets can be pricey, so invite only your top clients and referral sources to this event. We recommend offering 2 show tickets and 1-2 drink coupons per person.

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### TIMING

The perfect time to host this event is in November or early December. People are always excited to catch a show so they can get in the holiday spirit. Book early because these events sell out fast.

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### VENUE

Check your local event calendar for theaters offering holiday shows and concerts in your area.

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### AGENDA

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

1. Check-in
2. Distribute show and drink tickets
3. Mix and mingle – pre-show happy hour
4. Show
5. Thank You for Coming

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### WHAT YOU NEED

#### Supplies

- ☐ Drink tickets (if you offer complimentary drinks)
- ☐ Check-in table and chairs (ask theater to provide)
- ☐ Table covering (ask theater to provide)
- ☐ Check-in table sign/directional arrows
- ☐ Welcome sign (if you have a private area for happy hour)
- ☐ Nametags
- ☐ Sharpies

- ☐ Goodie bags (if theater allows you to bring in show snacks)
- ☐ Poster board (see icebreaker)
- ☐ Tape/glue sticks (to make icebreaker board)
- ☐ Easel (to display icebreaker board)
- ☐ Game sheets (for icebreaker)
- ☐ Pens
- ☐ Contest drop box
- ☐ Contest prizes
- ☐ Camera or phone (to take pictures)

# Awkward Agent®

## Food & Drink

The good news about taking your clients to the theater is you don't have to worry about food and drinks (unless you want to provide show snacks). If the theater allows you to give your clients goodie bags, here are some suggestions for what you can put inside.

- ☐ Puppy chow snack mix
- ☐ Toffee
- ☐ Holiday chocolates
- ☐ Caramel corn
- ☐ Chex mix

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## GOOD VIBES ONLY

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### Icebreaker

If you host a pre-show happy hour and would like to encourage mingling among your guests, consider incorporating an activity. Create a board featuring the faces of characters from classic holiday movies. Ask people to write down the names of the characters and the movie they were in (like Kevin from Home Alone). People who guess correctly will win a prize (something small since you're likely to have multiple winners).

### Music

With most holiday shows, music will not be an issue. It should be playing most of the time for all to hear while spreading Christmas cheer. However, if you secure a private room for your pre-show cocktail hour, ask the theater about playing festive tunes on their speakers or bring in your own to create that festive holiday vibe.

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## HELPFUL TIPS

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### 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:

- ☐ Thank you cards
- ☐ Treat bag labels
- ☐ 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.