

JUST GET HAPPY HOUR (JUST FOR FUN)

Connect with friends and clients by hosting a happy hour just because. This is a wonderful opportunity to catch up while strengthening your relationships at the same time. Best of all, if some of these people are past clients, they'll likely talk to each other about how you helped them. Happy hours are easy to plan, and these events can often times be pulled off last minute. Simply contact a local bar or restaurant you like and ask them about reserving a private area for your party. Work with the venue to pick appetizers and drink specials for your guests. Provide drink tickets to your guests upon arrival. This way you can say hello and make that ever-so-important personal connection. You might also want to consider a theme. For example, host a tropical happy hour and encourage your guests to wear a Hawaiian shirt. Anyone showing up in costume will be entered to win a prize (make it a good one and advertise it on your invitation).

WHO TO INVITE

Most people love a fun happy hour. Invite anyone you want. Ask friends, clients, co-workers, neighbors. Just a group of people you think will show up. Embrace your theme and enjoy socializing with others.

TIMING

You can host a happy hour any time of the year. We recommend planning one between 4-7 pm on a weeknight during the spring or Summer. Make it casual to allow people to stop by any time to say hello.

VENUE

Find a local hot spot to host your happy hour. If possible, find a place where you can reserve a private area, or sit on a patio and listen to live music.

AGENDA

It's always good to have a plan for your event. Fortunately, this party is simple and requires little effort on your part.

1. Check In/Distribute Nametags and Drink Tickets
2. Mix and Mingle/Drinks and Appetizers
3. Select Raffle Winner/Award Prize
3. Thank You for Coming

WHAT YOU NEED

Supplies

- ☐ Nametags
- ☐ Sharpies
- ☐ Drink tickets
- ☐ Welcome sign (to help identify area for your group)
- ☐ Easel (to hold sign)
- ☐ Decorations (if you have a private room)

- ☐ Raffle box (for prize drawing)
- ☐ Raffle tickets (for prize drawing)
- ☐ Raffle prizes
- ☐ Sound system/speaker (if you have a private room)
- ☐ Phone or camera to take photos

Food & Drink

This is the easiest party when it comes to food and drink. Your restaurant partner will do it all. Just pick the appetizers, provide drink tickets and you're all set.

Awkward Agent®

GOOD VIBES ONLY

Icebreaker

This will be a casual party where people are likely to come and go. Encourage conversation among your guests by asking them to write an answer to an icebreaker question on their name tag. For example, if you have a tropical themed happy hour, ask "If you're going to sail around the world, what's the name of your boat?"

Music

Playing music in the background adds a festive vibe to any party. Consider creating a friendly and upbeat playlist ahead of time with music you think your guests will enjoy or find a Pandora station to play in the background. Be sure to keep the volume at a reasonable level so people can hear each other.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Flyer
- ☐ Social media
- ☐ Email
- ☐ Text messages
- ☐ Personal phone calls

Collateral

Further promote your personal brand with the following:

- ☐ Check-In sign
- ☐ Raffle box/sign
- ☐ Thank You cards
- ☐ Market update (have ready for people to pick up)
- ☐ Post pictures of event on social media and shout outs