

MURDER MYSTERY THEATER (CLIENT APPRECIATION)

Nothing is more fun than an interactive murder mystery dinner theater. Invite your clients to an evening of solving mysteries as they eat and watch the play. To get started, check your local listings for venues that offer murder mystery dinners. Book your group and ask about reserving a block of seats together during a public show or reserving a private event. 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 weeks later with a formal invitation. Let people know space is limited so it's important they RSVP early to claim their spot. If you're hosting your party during a regular show time, ask about reserving a private area for a pre-show happy hour. This will allow you the opportunity to get face-to-face with your guests before the play begins. And finally, encourage your guests to dress up in theme by giving away prizes for best overall costume, best couple, scariest, funniest, and most original. This will provide a great photo op and lots of laughs.

WHO TO INVITE

This client appreciation event is for anyone who enjoys the theater – and a good mystery too! Invite couples of all ages and don't worry about people knowing each other. This event works well with a mixed bag of folks because they'll be more focused on watching the play and less on socializing with others.

TIMING

We recommend hosting your event during the month of October. Try to schedule it before Halloween to get everyone in the spirit of the season.

VENUE

Check your local listings for murder mystery dinner theaters in your area. If interested in hosting a smaller, more exclusive party, be sure to ask the company about bringing the show to your home or business. Often times they'll offer this as an option.

AGENDA

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

1. Check-in
2. Pre-show happy hour
3. Costume Awards
4. Murder Mystery Theater/Dinner
5. Thank You for Coming

WHAT YOU NEED

Supplies

- ☐ Prizes (if you have a costume contest)
- ☐ Camera or phone (to take pictures)
- ☐ Sticky Notes (for icebreaker)
- ☐ Sharpies
- ☐ Drink tickets (if you offer complimentary drinks)

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Food & Drink

The good news about murder mystery dinner theater is the meal is included in the experience. For drinks, talk to the theater about options. We recommend you provide each guest with 1-2 complimentary drinks during the show. Provide your guests with tickets they can redeem with their server or at the bar.

GOOD VIBES ONLY

Icebreaker

If you host a pre-show happy hour and would like to encourage mingling among your guests, consider playing a game of "Walking Dead." On a sticky note, write the names of famous dead celebrities. Place these sticky notes on your guest's back. Instruct them to ask yes or no questions to other people about who they are until they guess correctly.

Music

If you secure a room for a pre-show happy hour, or host a private event, talk to the theater about playing some mood music. Pick a playlist that fits the theme of the show. For example, if the theme is "Totally 80's Murder Mystery" you'll want to play songs from that decade.

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:

- ☐ 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.