

NEW YEAR'S EVE PARTY (CLIENT APPRECIATION)

Ring in the New Year by hosting a black-tie celebration that features all the bells and whistles you'd expect from the party of the year – sparkling decorations, candles, music, dancing, appetizers, and a champagne toast at midnight. To get started, pick your venue. You can either host your party at home or rent a place. Next, get the word out. We recommend sending out a "Save the Date" card right after Thanksgiving and mail the formal invitation by the middle of December. Because music is essential to this event, you'll also want to line up a DJ or hire a band for dancing. Create a festive and celebratory vibe with decorations galore and consider hiring a photographer or creating a balloon backdrop to capture your guests in their finest dress. Send these pictures to your clients after the event with a personal note of gratitude and well wishes for the coming year.

WHO TO INVITE

We recommend inviting your best clients and referral sources to this event. Make this a night to remember by making it an exclusive party for your top supporters.

TIMING

This is a "one night only" event. Put it on your schedule for December 31st. Since this event lasts until midnight, we recommend starting it around 8:00 pm.

VENUE

Host your New Year's Eve party at home or reserve a venue. Hotel ballrooms and area restaurants can be great choices for this event.

AGENDA

On the day of your party, create a plan so everything runs smoothly. Here's a suggested timeline of events.

1. Check-In
2. Mix and Mingle/Appetizers & Cocktails
3. Dancing
4. Happy New Year – Champagne Toast
5. Thank You for Coming

WHAT YOU NEED

Supplies

Create a festive vibe by going all out with your decorations. Create a shiny and celebratory space with the following:

- ☐ Gold, silver and black balloons
- ☐ Gold balloon weights
- ☐ Silver curling ribbon (for balloons)
- ☐ Happy New Year banner
- ☐ Giant number balloons (example 2022)
- ☐ Metallic decorations
- ☐ White string lights
- ☐ Noisemakers (horns and blowouts)
- ☐ Party hats
- ☐ Confetti poppers
- ☐ Sparklers
- ☐ Guest party favors (branded mini bottles of champagne)
- ☐ Goodie bags/boxes
- ☐ Tables
- ☐ Chairs

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

Awkward Agent®

- ☐ White linen table coverings
- ☐ Table confetti
- ☐ Fresh flower centerpieces or hurricane lamps with candles
- ☐ Glasses (wine, champagne, cocktail, water)
- ☐ Appetizer plates
- ☐ Napkins
- ☐ Serving platters and utensils
- ☐ Cutlery
- ☐ Toothpicks (if serving finger foods)
- ☐ Beverage coolers (for keeping drinks chilled)
- ☐ Bags of ice
- ☐ Corkscrew
- ☐ Bottle opener
- ☐ Flying wish lanterns (give to guests to make a wish)
- ☐ Photo backdrop
- ☐ Selfie props (place by photo backdrop)
- ☐ Sticky notes (for icebreaker)
- ☐ Pens
- ☐ Tape (for decorating)
- ☐ Scissors (for decorating)
- ☐ String (for decorating)
- ☐ Sound system with microphone
- ☐ Camera or phone for taking pictures
- ☐ Trash bags/recycle bins

Food & Drink

We recommend serving finger foods and small bites for your New Year's Eve party. Consider offering a lighter menu since many people will likely be making their New Year's resolutions after heavily consuming over the holidays. The following are some of our suggestions.

- ☐ Roasted veggie skewers
- ☐ Shrimp cocktail
- ☐ Crab cakes
- ☐ Fruit skewers
- ☐ Charcuterie board
- ☐ Cheese platter
- ☐ Hummus with veggies
- ☐ Stuffed mushrooms
- ☐ Sliders
- ☐ Oysters

You may also want to incorporate a dessert bar with small bites such as:

- ☐ Cake pops
- ☐ Champagne glasses filled with chocolate mouse or tiramisu
- ☐ Mini parfaits
- ☐ Chocolate fountain with fresh fruit and pound cake dippers
- ☐ Petite desserts (cheesecake, tarts, cakes)

And finally, a New Year's Eve party isn't complete without cocktails. Offer a hosted bar or a self-serve drink station featuring an assortment of non-alcoholic and alcoholic drinks. Consider wine, champagne cocktails, festive punch, beer, and craft cocktails. You may also want to offer a water bar with assorted fresh fruits to encourage guests to stay hydrated.

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

Awkward Agent®

GOOD VIBES ONLY

Icebreaker

Help your guests get to know each other with an easy icebreaker. When people check-in, place a sticky note on their back with the name of a historical figure. Instruct them to ask others yes and no questions about who they are until they guess correctly.

Music

Create a playlist, hire a DJ or a band to keep the music going all night long. Make sure you mix in some favorite party tunes like "Raise Your Glass" by Pink, or "New Year's Day" by U2. And don't forget to play "Auld Lang Syne" at midnight.

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
- ☐ Wine bottle labels
- ☐ Beer bottle labels
- ☐ Happy New Year banner
- ☐ Mini champagne bottles (party favors)
- ☐ Goodie bag stickers or tags
- ☐ Matchbooks (give with lanterns)
- ☐ Thank you cards
- ☐ Photo frames (place photos in branded cardboard frames)
- ☐ Social media (post pictures of event and give shout outs)