

Awkward Agent®

TGIF HAPPY HOUR (JUST FOR FUN)

Connect with your friends and clients by hosting a TGIF happy hour. This is a wonderful opportunity to show gratitude and strengthen your relationships while catching up in a casual setting. Pick a local hot spot and work with the restaurant to reserve a private area for your group. Offer complimentary drinks and appetizers for guests who stop by. To make your event more fun, consider incorporating a theme. For example, you might want to celebrate “National Nacho Day” in November and offer margaritas and a nacho bar. We also recommend giving your guests drink tickets when they check in. This will help the bar keep track of your guests and you can better manage your budget.

WHO TO INVITE

A TGIF Happy Hour is perfect for friends, clients, or neighbors who know each other. Select a group of people who like to get out and socialize and likely to embrace your theme if you have one.

TIMING

You can host a TGIF happy hour anytime of the year. However, we recommend hosting one in November before the holiday craziness begins. Plan your happy hour on a Friday between 4-7 pm. Make it casual and allow people to stop by any time to say hello and enjoy some free drinks and appetizers. Great way for you to also end the year by thanking those who have supported your business and become top-of-mind with those who may be considering a move.

VENUE

Pick a popular hot spot and one preferably with a private area you can reserve. If you are celebrating an event like “National Nacho Day,” host it at a Mexican restaurant. Just make sure the theme fits the venue.

AGENDA

It's always a good idea to have a plan for your event. We recommend following this agenda to keep you on track.

1. Check In/
2. Distribute Drink Tickets and Nametags
3. Happy Hour
4. 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)

- ☐ Goodie bags (consider giving everyone a goodie bag that fits your theme)
- ☐ Sound system/speaker (if you have a private room)
- ☐ Camera or phone (to take pictures)

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.

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

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GOOD VIBES ONLY

Icebreaker

This will be a casual party where people are likely to come and go. With that said, it will be difficult to coordinate a formal icebreaker activity. However, you can have some fun by asking a random icebreaker question and having guests write their answer on nametags. For example, ask what their name would be if they could rename themselves.

Music

Playing music in the background adds a festive vibe to any party. If you have a private room, consider creating a playlist featuring classic drinking songs like Tom T. Hall's "I Like Beer" or "One Bourbon, One Scotch, One Beer" by George Thorogood & the Destroyers.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

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

Collateral

Further promote your personal brand with the following:

- ☐ Welcome sign
- ☐ Goodie bag labels
- ☐ Thank You cards
- ☐ Post event pictures on social media with shoutouts