

Types Of Events



There are many good reasons to include events in your client experience, some of which include the following:

- Add value to client relationships.
- Provide the opportunity to meet prospective clients in a non-threatening setting.
- Allow clients to introduce their financial professional to people they know.
- Create consistency and congruency to the notion of the advisor serving the interests of a small exclusive club.

An annual schedule may include three distinct types of events:

- Client Appreciation Events
- Educational Events
- Lifestyle Events

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Client Appreciation Events

A client appreciation event enhances your client relationships. There are two distinct styles: the inclusive and the exclusive. Some Advisors present only one type; others offer a combination of both. At minimum you should host one focused Client Appreciation Event each year.

Client Appreciation Event - Inclusive

This type of event is planned for many attendees at a low cost per head, allowing you to reach more clients for a reasonable cost. You can offer these events to most of your clients.

Some ideas for an inclusive Client Appreciation Event include a screening of a new release film, a summer BBQ in the park that includes face painting and clowns for the kids, or a day at the baseball park with tickets for a hotdog and drink.

Client Appreciation Event - Exclusive

This type of event reminds your best clients that they belong to an exclusive group. These events are designed for a small group of your best clients and can involve a high cost per head (though the quality and appeal of the event itself matters more than its cost). The benefit to this approach is to have a more intimate gathering that allows meaningful interaction with each participant. This type of event would be offered to either all AAA clients or a select group of AAA clients who have been actively promoting you to people they know.

An exclusive event could involve an afternoon at the racetrack, high-end dinner or dinner cruise, a night at the theater, wine tasting and/or guided winery tour, or a tour of the local holiday lights.

2

Educational Events

These events offer clients additional information into financially related topics.

While for many advisors, educational events make up their entire event schedule, we recommend that you also include Client Appreciation and Life-Style Events. For the most part, clients rely on their advisor to deal with the financial side of things, so too many educational events can be counterproductive. That said, your clients and prospective clients will still appreciate educational events about topics they are interested in. To ensure the success of such events, survey your clients and prospective clients to determine what financial topics they would like to learn more about.

Appropriate material must be coupled with strong promotion. Create an interesting title for the workshop to grab attention.

For example, do not promote a seminar about Education Plans (RESP in Canada or 529 Plan in the United States). Instead, offer an Estate Planning Workshop/Symposium that includes education plans as a strategy.

But even in this instance, promoting an Estate Planning Workshop or Symposium will not be as effective as promoting a:

· *How to Disinherit the IRS* Symposium (if you American) OR *How to Disinherit the CRA* (Canadian)

A catchy title and attention-grabbing subject matter will encourage your clients and their guests to attend. Remember Rule #1: Never promote a 'seminar.' Seminars can have a bad connotation. Instead, use terms like *symposium* or *workshop*.

Perception is everything.

3

Lifestyle Events

Lifestyle events can be the best part of an event series for many advisors and clients because they cater to the personal interests of clients and people they know.

Clients are typically more disposed to bringing someone they know to a Lifestyle event. As a result, it can be the best opportunity for an advisor to be introduced to the people whom their clients know and like. Lifestyle events can be a key component of your event series. Use Client Profiling information and/or survey your clients to determine what types of Lifestyle events will interest them. This way, you know that your event will be well-attended, and that your clients will likely bring friends or family – prospective clients – to the event.