

Client Appreciation Events – Sample List

There are many kinds of client appreciation events you could host and of course, the theme of the event should be one a majority of your ideal clients would enjoy.

Here is a variety of Client Appreciation Events you may want to consider hosting:

- Fine Dining
- Wine Tasting
- Golfing
- Festival of Lights Holiday Light Tour
- July 4th Picnic & Celebration (US)
- July 1st Picnic & Celebration (Canada)
- Attending a Sporting Event (Hockey, Football, Baseball, etc.)
- Attending an Arts & Cultural Event (Concert, Play, Museum, etc.)
- Private screening in a movie theatre
- Dinner Cruise
- Whale Watching (or other nature/environmental attractions)
- Annual Shredding Event with Pancake Breakfast
- Private tour of a local attraction

The event that will be most suitable and appropriate for your AAA clients will be based on what you know about each of them (i.e., their personal interest information).

- What are their hobbies and interests?

This will tell you exactly the kind of event your clients will appreciate and want to attend. There may also be some geographical tendencies where you live that make certain activities accessible and enjoyable.