



# Choosing a Client Appreciation Event

## Understand Your Objectives

Who do I want to attend this event?    What key messages do I want attendees to walk away with?    What do I want attendees to feel or think about based on the key messages?    What action or next steps do I want attendees to take?

Who	Learn/Know	Think/Feel	Do

## Know Your Budget

How much can I spend on my client appreciation event?

## Event Ideas

Brainstorm potential client appreciation events.

Unique Events	Partnership Events	VIP Experiences