Quantum

BEST PRACTICES FOR CLIENT APPRECIATION EVENTS

Hosting a client appreciation event is a simple yet intimate way to show how much your clients mean to you. Whether you choose to hold an appreciation event during a holiday or on a regular day, you'll want to choose a local restaurant or venue that aligns with your client's preferences. Consider extending the invite to their spouse, another couple, and/or other family members and friends to help create a relaxed atmosphere for meeting potential prospects. But remember that the primary focus of these client appreciation dinners should NOT be investment discussions or retirement advice; instead, they should emphasize building genuine relationships with your existing clients and their guests undertaken in a spirit of thankfulness.

Here are some important considerations and best practices to keep in mind to help ensure that your client appreciation event is successful:

- ## The Right Time

  Prioritize your clients' schedules when selecting the event date and time. Don't assume their availability; ask for their input to maximize attendance and make the most of your budget. Be sure to communicate about the event early enough by sending "Save the Dates" to help ensure your event is well attended.

- ## Know Your Clients

  Analyze your client base to identify common interests and demographics and tailor your event to these preferences. Consider segmenting your clients into groups for more personalized experiences.

- ## Guest Speakers

  If you opt for a guest speaker, ensure they can provide a captivating, tailored presentation that aligns with your client's interests. Avoid turning the presentation into a sales pitch.

- ## Avoid Sales Pitches

  Client appreciation events are about conveying gratitude, building loyalty, and retaining clients, not selling financial products or services. Refrain from discussing business matters during the event but be ready to schedule appointments if your guests express interest.

- ### Family & Friends

  Encourage clients to bring guests to intimate events to enhance their comfort and potentially garner referrals. Although this is not the purpose of the event, these people may need you and getting to know you personally in a low-key fashion can help people assess their comfort level with you.

- ### Make Connections

  This is a chance for you to deepen your relationship with existing clients and start relationships with potential clients. Always remember that your clients work with you mostly because of who you are, not what you do.

- ### Invite Clients Personally

  Extend event invitations during client meetings if possible and send personal invitations to each client. Just emailing guests won't cut it here. On printed pieces include a QR code and on emails include a link that takes them to a registration page on your website. Once they register, send reminders as the event nears. Remember to maintain an archive of past events on your website, indicating "previous events" to demonstrate your commitment to your client relationships.

- ### Event Ideas

  Hosting a private cooking class with a local chef is a fun and unique option for a client event. For holiday gatherings, consider incorporating a toy or food drive, or even a silent auction benefiting a local charity. This will ultimately go back to understanding your clients' interests. For instance, if your clients are outdoorsy and active, a group hike on a local trail could be perfect. For those who enjoy live music, consider a restaurant event featuring a local band. If they prefer quieter settings for intimate conversations, a wine tasting might be a big hit. Tailoring your events to align with your clients' preferences is the secret to making your event a success!

Conclusion

At Quantum, we believe client appreciation events are critical to a successful advisor's thriving financial advisory practice. They embody the essence of your commitment to fostering genuine relationships and expressing gratitude to your valued clients. So, whether you're mingling at a client dinner, competing in a trivia night, or savoring fine wines at a tasting event, let the core sentiment shine through – your clients mean the world to you, and you're here to ensure their financial success.

Call us to discuss your client events!
800.440.1088!