



7 Clever Tips for Your Holiday Customer Appreciation Event

Planned well, a Customer Appreciation event can help build customer loyalty, book parties, generate sales, find new Consultants, meet new people and, (here's a bonus!) motivate you to get your home holiday ready. Host an in-person or online event, or BOTH if possible. Because going LIVE to connect with virtual guests will be one of the fun activities.

1. Theme It to Make It Fun

Adding a fun party theme helps build attendance. It can be an Ugly Sweater party, a Santa Cause theme if you're including a fundraising element, or a Christmas PJ party. Get creative!

2. Include a Charity Focus

Theme your event "Christmas Cause Customer Appreciation" if you want to include a charity. Ask guests to participate in a toy drive or bring a canned or packaged item for a local food bank. You could also reach out to a women's shelter or local church to support a family in need. Your charity of focus may even advertise the event for you, or attend with some of their workers.

3. Prize Drawings Can Build Your Biz

As guests arrive, hand out raffle tickets for prize drawings. This will get everyone into the holiday spirit. Include the prize drawing categories on the invite so they know what to bring or do ahead of time. Reward categories that help you show appreciation and also get results. For example:

To help build participation:

- ★ Bring a friend: 10 tickets
- ★ Past host: 5 tickets for every party booked this year
- ★ Placed an order this year: 5 tickets for each order
- ★ Do or bring something that relates to your theme (for example, bring a toy): 5 tickets

To help sell, book and sponsor:

- ★ Place an order: 5 tickets
- ★ Place a \$75+ order: 10 tickets, plus free shipping
- ★ Schedule a show: 10 tickets
- ★ Join L'BRI: 20 tickets

Time-saving tip: Tear double-sided raffle tickets into groups of 5 ahead of time so you can hand out prize drawing tickets quickly. You can even delegate this job to a customer who arrives early and name them the VIP Customer of the event. They'll be feeling so special they just might want to do what you do.

4. Go LIVE

Expand your reach to include long-distance customers and Go LIVE (in the event or VIP Group) during the party. Give shout-outs to virtual guests who have earned entries in prize drawings. Write their name on the ticket so they don't need an actual ticket. Virtual guests can do everything an in-person guest can do: wear an Ugly Sweater (ask them to upload a selfie in the comments to be in the prize drawing), donate a toy/canned good to a local charity, shop for gifts, book a show, join L'BRI, bring a friend, etc.

5. Create Interactive Displays

Feature displays around your home that help you reach your objectives:

- ★ Kitchen Island/Counter: Join L'BRI display featuring Starter Kit flyer in a plastic stand, Fast Start in 50! flyer, A Beautiful Way to Live booklets
- ★ Coffee table: Booking display featuring Host Rewards, Monthly Host Bonus
- ★ Dining room/kitchen table: A "try me" samples display featuring Product Specials so guests can take selfies they can post on social media
- ★ Other tables: Gift-giving ideas, *Who is on your Shopping List?*, signs with gift suggestions

Clever Fun-factor:

- ★ Include visuals at each display with a fun fact, tip, catalog, or flyer.
- ★ Create a scavenger hunt that will encourage guests to find the fun facts or tips so they will mix, mingle, and stop at every display to "hunt" for the answers.

6. Be Social

An in-person customer appreciation event can help you create content for your social sites for the entire year, and help you create a buzz for next year's event. During the event or as guests arrive, make short videos of customer and host testimonials that you can use for Facebook, Instagram, and virtual parties. Online attendees can share their testimonials, before and after photos, too.

When guests RSVP, let some of them know that you have selected them because they are one of your favorite customers or hosts. Ask them to share at the event: What do you love about your favorite product? Or for hosts: What did you love about hosting your L'BRI party?

Delegate recording videos as guests arrive to a someone else so you are free to greet everyone.

7. Create Excitement for Hosting and Joining

Create a little FOMO (fear of missing out) by decorating your Christmas tree with small gift bags with your available dates on them. Guests who pick a date can pick the gift bag off the tree.

Take FOMO to the next level. Place a small, medium, and large gift bag under the Christmas tree. As guests start scooping up your party dates, announce that the more guests who host, the bigger the bonus booking prize drawing will be (one winner)! Example: 3 bookings, draw for the small bonus gift - 5 bookings, draw for the medium bonus gift - 7+ bookings, draw for the large sized booking gift. Once all bookings are dated, draw the winner.

Note: Let hosts know you'll bring the gift to their party, which helps you prevent cancellations. Use your L'BRI Credit for giveaways which means all these prize drawings cost you nothing!

Tell guests they can earn BONUS tickets or points for asking you any question about your "job" with L'BRI and end with a call-to-action to book a launch party. Have a separate drawing and also give a holiday gift bag filled with opportunity info, samples and treats to each new Consultant.