

STELLAR YEAR END CLIENT APPRECIATION **IDEAS**

Easy, Remarkable Events For Clients
& Customers To Say 'Thank You'

By Daryl Logullo

STELLAR
YEAR-END
CLIENT
APPRECIATION
EVENTS

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A MESSAGE FROM THE AUTHOR

The title of this special report is “*Stellar Year-End Client Appreciation Events*,” but in actuality that’s a misnomer.

Why? Because these ideas can be easily used throughout the year!

Often in business, we turn our attention to saying thank you to our clients and customers in the forms of a special event or occasion. Some offices choose to do this around holiday time; others during mid-year; still others may schedule a special appreciation event for clients depending on a certain calendar month, season or theme.

Regardless of the time of the year, there often is a common denominator: Business owners or management echoing the refrain, “*What should we do this year? Anyone have any good ideas?*”

Too often, I suspect the level of ideas is short while the enthusiasm to say thank you to clients and others is sky high.

So what happens? The appreciation event that is chosen often becomes a semblance of a past year’s event.

While that isn’t necessarily a bad thing, it really doesn’t inspire any new creativity and prompt new levels of fun and experiences with the people that have put us in business in the first place: our clients.

What you’re now reading can help you solve that problem. And it can give you (and your staff) a renewed sense of excitement and social activity with your clients.

Many of these ideas we have labeled “Holiday Events.” But the truth is, they can be held any time of the year, and on any occasion! Try them for groups of clients or individually for your top relationships.

Remember: There are never any bad ideas. Only people who fail to adapt an idea to their own business and their client’s comfort levels.

So keep an open mind as you read all the ideas I’ve created for you in the pages ahead.

Wishing you stellar client appreciation events,



Daryl Logullo
Vero Beach, Fla.

PS – Make sure you check the various hyperlinks throughout the pages for further information. They will help you gather more information and truly hold a ‘stellar’ event.

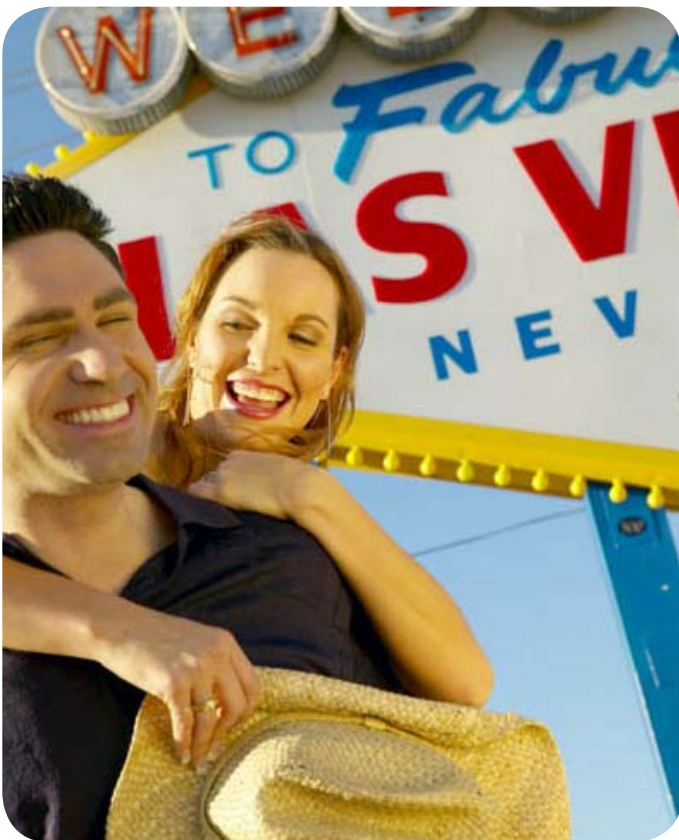
PPS – Tip: For the best-of-all events, try combining a few ideas here. For example, you could rent a local hotel and hold several of these events concurrently in adjoining rooms. Watch the amazing reactions you get!

1. HOLIDAY MUSEUM TEA

Show your support of the community by having your annual holiday gathering for clients at a local museum or historical monument. Many historical sites are glad to rent out the facilities with advance notice. Often there are restrictions on the food you can serve, the entertainment you can book and the number of guests you can invite—so find out the facts before you make plans. A quiet, historical tea with luscious finger sandwiches, cider and holiday cheer will bring your client back in time and offer a unique, memorable experience. You may even consider shuttled transportation for a special touch. [Click here](#) for a search of local historic places in your area

2. LAS VEGAS CASINO NIGHT

Having a holiday Vegas Casino night is a fun, exciting way to thank your clients and employees at the end of the year. You can rent a luxury hall and hire a casino company to come set up games such as roulette, poker, blackjack and money wheels. It is always best to do this as a fund-raising event, with the proceeds going to a local charity. Serve a world class buffet and drinks, and your holiday party is sure to be the talk of the town for weeks. Here is a great place I recommend to [get invitations printed](#).



3. INDOOR SPORTS HOLIDAY PARTY

Invite your clients and employees to an indoor sports holiday party where they can wear comfortable clothes and really relax. Have a miniature indoor three-hole golf course set up, a golf simulator, a pool table, an air hockey table and electronic darts where everyone can get to know each other and have a great, informal time. Play holiday music, serve comfort foods such as meatballs and submarine sandwiches and an assortment of drinks. Many a local sports complex in your area—or even your ‘higher-end’ bowling alley—can accommodate this. Check out the [various sporting goods and ideas here](#).

4. COUNTRY CLUB HOLIDAY

Offer your best clients and employees a luxurious day at a local country club complete with fine dining, dancing, top shelf liquor, swimming in a heated pool, limited spa services, golf and tennis instruction and all the other amenities. Spending a pampered day at your country club in celebration of the holidays is sure to boost your clients’ and employees’ opinion of you. Have a hot and cold buffet with all trimmings and provide a grab bag filled with delightful holiday gifts of distinction. Lenox and Tiffany items are excellent, here.

5. HOLIDAY BOWL-A-THON

Bring your clients back to the simpler day of their youth by organizing a holiday bowl-a-thon. In a bowling alley, your clients can kick back in their casual clothes and have old-fashioned fun. Include holiday music in the background, a tasty buffet, beer, wine, attractive prizes for the best bowlers and cool consolation prizes for the bowlers who didn’t score as well. Your clients may even appreciate the excitement of a rock ‘n bowl with flashing lights, rockin’ music and wild prizes.

6. HOLIDAY BOAT CRUISE

Rent a yacht for the afternoon or evening and invite all your clients aboard for the elegant time of their life. Have the yacht take a scenic cruise of the local area so you clients can enjoy a pleasurable neighborhood boat ride. Serve a gourmet buffet that includes seafood along with top shelf liquor and champagne. Include nautical holiday decorations throughout the yacht and have a low-key band with dancing for the ultimate water excursion your clients are sure to remember.

7. HOLIDAY MARATHON

Give your clients a run for their money at the holidays – literally. Have a walk or run for charity and offer to sponsor each of your clients and base the length of your event on the fitness level of the majority attending. Offer holiday themed prizes for all the runners. Have the walk or run end at an eclectic restaurant where everyone can remain casual and dine on healthy foods, exotic bottled water and light spirits with holiday decorations and music in the background. You will not only show appreciation for your clients but donate to a worthy cause during the holiday season. Here is [a list to find marathons in your area](#).

8. HOLIDAY HUNT

Who says you need to hunt for eggs during the spring? Start at a local park and have your clients hunt for various prizes that are fun, festive and valuable. After a romp in the woods, invite everyone to a hearty buffet dinner at a country inn that serves old-fashioned meals, hearty brews, great mixed drinks and delectable desserts. Include festive music and dancing for a down home party atmosphere with the office crowd that will leave everyone feeling warm and cozy. Want an even cooler idea? Have them hunt for a hidden lobstergram you provide [courtesy of the folks right here](#).

9. MAGICAL HOLIDAY PARTY

Enjoy a magical holiday with your clients by having a party with magicians. Rent a hall with a and have one magician perform a show onstage, a second magician perform table magic and a third magician to do balloon art and interactive tricks with a holiday theme. While the show continues through the party, serve a three course meal with all the trimmings, cocktails and flavored coffees. Your clients will leave feeling impressed and entertained after a magical holiday party.

10. HOLIDAY WINE TASTING

Local vineyards and liquor stores are happy to assist you with selecting a variety of fine vintages to serve for a holiday wine tasting party. Serve top shelf red, white and rose wine as well as different champagnes for your clients to sample with a professional wine representative. Include grapes, imported cheese and crackers during the sampling. After the wine tasting, serve steaks, fish and pasta for dinner. End the evening with dessert wine and an irresistible cart of sweet treats that leave everyone talking about your party for weeks. Here is the first of many mentions of an excellent online wine resource for you, [located here](#).



11. MAKEOVER FOR THE HOLIDAYS

Invite your guests to a posh spa for an unforgettable holiday delight. Include a pampering fifteen minute massage, a mini facial, a pedicure or manicure and a makeover while festive music plays in the background. After the relaxing spa transformation, serve a healthy buffet with light spirits such as champagne and white wine. Give the guests small spa bags filled with goodies to take home and pamper themselves after the party for an extra holiday treat.

12. GINGERBREAD DECORATING FESTIVITIES

If you have crafty clients who enjoy sweets, a gingerbread decorating holiday party is a fun way to appreciate the festive season. Everyone gets their own gingerbread house, icing and candy to create their own tasty holiday decoration. Serve pastries, hot finger foods and mini sandwiches with holiday cider and egg nog. Make sure to have a delectable dessert tray with exotic coffees and herbal teas.

13. FESTIVE ART GALLERY RECEPTION

An art gallery reception is a refined way to show your clients appreciation and share fine art at the same time. Book a local art gallery with artists of interest and hold a reception with a catered buffet, spirits and holiday desserts. See if a community artist can visit the party to discuss art and mingle with your clients for a truly memorable affair with a touch of distinction. Again, here is a great place I recommend to [get invitations printed](#).

14. HOLIDAY MOVIE SCREENING

The excitement of Hollywood is always a great premise for a memorable holiday party. Invite your clients to a movie screening and include popcorn, bon bons and cokes during the film for old-fashioned. After the screening, have a reception at the theater with a sumptuous buffet, wine and top shelf liquor and an animated, interactive game of movie trivia with prizes for everyone. You have to check out Hollywood Mega Store also for 3,000+ great ideas on this theme. [It's located here](#).

15. HOLIDAY BARN DANCE

Have a down home good time with your clients during a holiday barn dance. Rent an oversized heated barn or hall and hang holiday garland, throw in some bales of hay and get a square dance caller to get the dancing started. Serve hearty grub including Angus burgers, steaks, chicken, baked potatoes, vegetable casseroles with a variety of pies for dessert. Make sure to have jugs of wine, holiday egg nog and a keg of beer to drink. Everyone will have an unforgettable country good time at your holiday ho down.

16. SOUP KITCHEN HOLIDAY PARTY

Share the spirit of the holidays with your clients by having a holiday soup kitchen party where everyone can give back to the community together. By making soup and sharing your services with those less fortunate, you can all celebrate sharing during the holiday season. Everyone can prepare delicious dishes and share them with the soup kitchen visitors. Decorate the soup kitchen for a festive flair. All your clients will feel so much better about themselves after your charitable soup kitchen holiday party. Some great kitchen tools and ideas to compliment this party are located [here](#).

17. HOLIDAY MUSIC CONCERT

A holiday music concert is a classy, festive way to thank your clients after a busy year. Have a local band, orchestra or singer or distinction perform a private concert for your most valued clients. Have a reception after the concert with holiday decorations, egg nog, wine and cheese and an elegant buffet. End the party with a holiday sing along, hot cocoa and festive desserts for an event that will leave all your clients singing your praises.

18. HOLIDAY MYSTERY DINNER

Invite your clients to a mystery dinner with a holiday theme. Traditional dinner theater gets a new twist with a holiday story line that gets all your guests involved. Consider having the dinner at an interesting location, such as a local mansion, to add to the fun. The excitement of whodunnit coupled with great food, spirits and desserts will give your clients unusual holiday fun they are sure to talk about with everyone they know.

19. HOLIDAY FASHION SHOW

Imagine how delighted your clients will be to get an invitation to a glamorous holiday fashion show. Local boutiques, designers and models will be pleased to help you put together a fun fashion show for your clients featuring the best holiday finery. After a glitzy afternoon by the runway, have an elegant buffet featuring trendy foods such as sushi, sliced beef, penne and stuffed mushrooms. Include plenty of wine and top shelf liquor and a table of irresistible desserts.

20. HOLIDAY BOOK SIGNING

Invite your guests to an afternoon at the book store, community center or library with a local author of distinction. The author can perform a brief reading or lecture and then sign copies of their book. Right after the reading, serve finger foods and have an animated discussion about the author. Turn on some holiday music, put out a tasty buffet and serve wine and egg nog for a literary holiday party everyone will appreciate.

21. HOLIDAY AT THE ZOO

You can either have your party at a local zoo or invite an animal trainer to bring the zoo to your location. Invite your clients and their families for a fun day at the zoo. Include exhibits and interactive experiences with the animals for a memorable time. Serve burgers, hot dogs, French fries, cotton candy, popcorn, soda, beer, wine, egg nog and pastries.

Have holiday decorations on the animal cages and play holiday music in the background. You may even want to have a holiday visit from that famous big guy in a red suit to bring joy to the little ones with opportunities to take photos the guests can bring home.

22. CHARITY AUCTION FOR THE HOLIDAYS

Celebrate the holidays with your clients at a charity auction. Auctions are always fun and exciting, especially when the proceeds go to help those less fortunate during the holiday season. After the auction, the guests can appreciate holiday music while they dine on an elegant buffet and sip wine, top shelf liquor and egg nog. End the charity holiday auction party with gourmet coffee, herbal tea and festive desserts.

23. SEASONS GREETINGS CIRCUS

Everyone loves a clown and your clients will love to laugh at your seasons greetings circus. Have a circus performers and a clown visit your holiday party to lift everyone's mood. Encourage your clients to bring their family to join in the festivities. Serve circus foods such as hot dogs, burgers, sausages, cotton candy and popcorn with soda, fruit juice, beer and wine to drink. Play holiday music and have the clown do festive balloon figures and face painting. Serve cupcakes, mini pies and ice cream for dessert with coffee, tea and hot cocoa. If you can get a monkey to come with the circus, it's an extra fun bonus for your clients and their families. Check out some excellent wine selections to compliment your event, [located here](#).

24. HOLIDAY HAWAIIAN LUAU

Who says you can't have a Hawaiian luau in the winter? Bring the summery feel of the islands to your clients by having a holiday Hawaiian luau. Make everyone wear a Hawaiian shirt and give them a lei when they arrive. Serve tropical drinks including pina colodas and margaritas with fake palm trees and holiday Hawaiian music. Have a hula dancer visit the party for a really authentic Hawaiian feel. Consider a pig roast or a traditional Hawaiian buffet that includes tasty island desserts. Your clients will feel like they had a Hawaiian vacation after your relaxing holiday luau.

25. HOLIDAY GOLF EXCURSION

Take your clients golfing at an indoor or outdoor golf course, depending on your location. Give out company golf tees and company golf balls and offer novelty golf gifts for the best players.

Include a putting area where people can practice their golf swing if they prefer not to play a full game of golf. Serve an enticing buffet at the clubhouse with top shelf liquor, beer and wine along with holiday decoration and music in the background. I love CallawayPreOwned.com for some incredible golf gifts, deals and more. [Check them out here](#).

26. HOLIDAY DART TOURNAMENT

People have been getting together to play darts for centuries. Organize your company party at a local pub with a great dart board, lengthy beer and wine list and great pub grub. Create teams and have an informal dart tournament with fun, festive prizes. Include holiday music and a small dance floor for your clients who are not playing darts and your party is certain to be a unique hit with everyone.

27. SEASONS GREETINGS DOWN THE RIVER

Holiday river rafting is an exciting, once in a lifetime way to show how much you appreciate your clients. Hold an adventurous excursion going river rafting past spruce trees and smell the fresh aroma of pine as you race through the rushing water. When you return, have a hearty, hot buffet ready in a cabin atmosphere. Serve hot beverages such as gourmet coffee and cocoa along with top shelf liquor to warm everyone up. Your clients will remember going down the river with you for many years to come. Top it off with a unique gift or two from the Starbucks store. [You need to see this!](#)



28. HOLIDAY GAME SHOW

Do your clients appreciate a mental challenge or are they allured by games of chance? Consider staging a holiday game show filled with fun questions and exciting prizes. Your clients can compete in games such as Jeopardy or Wheel of Fortune and show off their intellectual prowess or stellar luck. After the holiday game show, have an enticing buffet and a variety of spirited beverages.

29. FESTIVE KARAOKE

We all know we've spent at least one happy hour hogging the karaoke microphone. Encourage your clients' desire to croon by having a DJ with karaoke at your next holiday party. Hold a holiday song fest and organize an informal karaoke contest with festive prizes. Serve a hearty buffet and keep the drinks coming for a fun holiday party your clients will talk about for weeks.

30. HOLIDAY JAM SESSION

Encourage the creativity that lies beneath the surface by holding an informal holiday jam session for your clients. Invite a local band to set up amplifiers and organize the jam session. Tell all your clients to bring their favorite musical instrument. If clients don't play an instrument, they can sing, read poetry or act out a scene from their favorite play. Serve wine and cheese, beer and pretzels and an irresistible buffet. Everyone will laugh and enjoy themselves as they try to jam together and play holiday songs.

31. FESTIVE DANCE FEVER

We are all familiar with the popular dance contest shows on television. Organize your own disco or hip hop dance party for your clients, including a cool contest with holiday prizes for the best dancers. Have everyone dance to holiday tunes with events for both couples and singles. Hire a DJ with special effects such as neon lighting, a disco ball and fog for a realistic atmosphere where all your clients are sure to get dance fever. Serve top shelf liquor, beer, wine, finger foods and a light buffet. Check out some excellent wine selections to compliment your event, [located here](#).

32. HOLIDAY HIKE

Invite your clients for a peaceful holiday hike through the woods. Choose an official trail and mark the path with holiday decorations before the party.

Hang balls from a few pine trees and stick a couple of holiday signs in the ground. You can even have an informal scavenger hunt for fun holiday goodies during the event but be sure to clean up the woods afterwards. The holiday hike can end at a cozy cottage or cabin with a hearty buffet and hot and cold beverages waiting for the hungry hikers.

33. CAROLING PARTY

Get together for an evening of caroling with your clients. Invite a local singer to host the event and play piano while everyone sings their favorite festive tunes. Serve finger foods and cocktails during the song fest. After the piano player is done, serve a delectable buffet and tasty holiday desserts.

34. HOLIDAY AT THE RACES

If your clients enjoy a day at the races, organize a holiday with the horses. You can hold the event at a local racetrack or at a local off track facility with a hall. Find one of the off track facilities that offer posh lounges with top shelf cocktails and incredible buffets. Give out novelty holiday prizes with a horse theme to all your clients when they arrive.

35. FUNNY FESTIVE CARICATURE ARTIST

Everyone loves to laugh at the political satire caricatures in the daily newspaper. Imagine how amusing it would be to invite all your clients for a funny festive caricature artist party. Have a caricature artist come to your traditional holiday party at a restaurant or hall to add excitement and fun to the usual event. The artist can draw cartoons of all your clients and give them the drawing to remember your cool caricature party forever.

36. LORDS AND LADIES HOLIDAY PARTY

Rent the local manor house and hold a lord and ladies party for your clients. All your clients must dress in old-fashioned apparel of lords and ladies, including bustle skirts and tuxedos with tails and top hats. Serve tea, elegant finger sandwiches, sliced roasts and top shelf liquor with subtle holiday music in the background. A local library or museum is also excellent locations for a lords and ladies holiday event of distinction.



37. FESTIVE FITNESS PARTY

If your clients are health conscious, have a festive fitness party at your local gym. Rent out the gym and get a DJ to play holiday music and organize an informal aerobics class to festive tunes. Serve a healthy buffet with raw vegetables, hard cheeses, lean meats and fresh fruits along with a juice bar featuring exotic fruit juice blends and gourmet flavored waters. Give your clients a holiday gift of fitness, such as a gift certificate to the local gym, a pedometer or a workout DVD.

38. JUKEBOX HOLIDAY NIGHT

Have a jukebox holiday night with your clients by holding a fun, festive fifties bash. Tell everyone to wear fifties outfits and put on their dancing penny loafers. Rent a jukebox and play fifties songs and holiday tunes. Set up a fifties style booths or tables with stools for a retro atmosphere. You can even organize an animated game of fifties trivia with novelty prizes. Serve milk shakes, burgers, French fries, beer, egg creams and standard fifties diner fare.

39. HOLIDAY PUNK PARTY

The majority of your clients may come from the new wave generation and would appreciate a holiday punk party. Have everyone wear punk outfits including spiked hair, leather apparel and studded belts. Invite a punk band or DJ to play a mix of holiday music and popular punk music. Make sure there is plenty of top shelf liquor and finger foods for people to nosh on into between slam dances.

40. FESTIVE FIREWORKS DISPLAY

Have a party at the pier or field with a festive fireworks display for the holidays. Hire a local fireworks organizer and have them set off a colorful, stellar display among the holiday stars. Serve hot cocoa and holiday cookies while people watch the fireworks. After the display, serve finger foods and cocktails for extra holiday cheer.

41. SEASONS GREETINGS BALLOON RIDES

Take a few of your most valued clients up, up and away in your beautiful balloon for a holiday trip they will never forget. Hire a hot air balloon to take your clients for an incredible ride in sky with memorable vistas of the local area. Have hot cocoa, finger foods and holiday cookies waiting on the ground for the balloon landing. The balloon driver can even wear a red suit and white beard to add to the festivities.

42. HOLIDAY HELICOPTER TOUR

Although a bit pricey, your important clients will never forget a holiday helicopter tour of the local area. Meet at the local airport and have a helicopter decorated and ready for a festive ride. Serve finger foods and champagne during the journey as you get a bird's eye view of the area. When you land, serve a buffet at the airport restaurant with cocktails and delectable desserts.

43. HOLIDAY AT THE VINEYARDS

If you live near a vineyard, have your holiday party near the beautiful grape fields. Serve a selection of fine wines, crackers, cheeses, meats and cookies. Give your clients an opportunity to experience wine tasting and a tour of the vineyard. After the tour and tasting, play holiday music and serve hot finger foods, tasty desserts and keep the champagne flowing.

44. HOLIDAY CRAFT PARTY

For a crafty crowd of clients, organize a holiday craft party at a local arts and crafts or ceramics store. Clients can have the option of making one of several different festive crafts such as wreaths, stars, pine boughs and baskets of potpourri they can take home after the party.

Serve homemade cookies and cocoa during the crafting time while holiday music plays in the background. After the crafting, serve covered dishes made by you and your family, friends and clients with a flair for cooking.

45. HOLIDAY FOR HUMANITY

Get in touch with your local Habitat for Humanity and organize a group of clients to work on a house for someone who needs somewhere to live at the holidays. Everyone can show off their skills with a hammer and nails or have fun learning how to use them while they work on a home for those less fortunate. Serve sandwiches, coffee and cocoa to your laboring clients. Give out construction holiday gifts, such as a tool wrapped in ribbon.

46. LET THE GAMES BEGIN HOLIDAY FAIR

Have a holiday gaming fair with traditional games set up such as chess, checkers and Monopoly. Clients can bring their families to play with fun, festive prizes for all the game winners. Serve a traditional buffet with family favorites such as fried chicken and ziti with beer, wine, soda and juice.

47. HOLIDAY POKER PARTY

The latest craze is player poker games, such as Texas Hold 'Em. Have a holiday poker party with the winning proceeds going to charity. Give great prizes to everyone who plays and donate the big ante to a local cause. Serve chips, beer, cocktails and finger foods throughout the game while holiday music plays in the background. Use poker cards with holiday theme pictures. You can even have a professional dealer conduct the poker games for authenticity. Your clients will talk about your exciting poker party to everyone they know.

48. HOLIDAY BEACH PARTY

If you are in an area where the weather permits, have a fun holiday beach party. Set up volleyball nets and blankets. Build a beach bonfire and toast marshmallows. Serve tropical drinks and fun foods such as hot dogs and hamburgers. For folks in frigid areas, rent the pool room at your local hotel. Set up a beach theme and have everyone wear swimsuits for a frolic by the pool in the middle of the winter. Give out red and green thong sandals to your clients at the door and have a reggae band play holiday music.

49. HAIRY HOLIDAY FUN

Everyone wants an improved hairstyle as the New Year looms ahead so have a hairy holiday party at your local salon. While everyone gets washed, shaved, cut and conditioned by the salon staff, play holiday music and give out hot finger foods and cocktails.



After the salon experience, serve delicious desserts with gourmet coffee and herbal tea while your clients show off their new styles. Give out small holiday baskets to your clients with miniature salon goodies such as shampoo, conditioner and lotion.

50. FESTIVE FIESTA

Have a holiday party with a Mexican theme. Invite a band to play Latin music with a festive flair during the fiesta. Serve margaritas, Coronas and foods such as burritos and tacos. You can even set up a taco table with all the trimmings so your clients can make their own tacos and taco salads. Give all your clients a sombrero at the door and have a limbo contest to add to the fun. For dessert, serve dark coffee, sweet cookies and fried bananas.

