



## Sample Strategy by posh parties, LLC

Appreciation Party

April 2005

### Overview

[Clients] want to thank their friends and family for their tremendous support during [clients] illness. In lieu of individual invitations to dinner, they want to host a large party in their home to express their appreciation. Ideally, the party will be in April for approximately 75 guests.

[Clients] are concerned about how guests (family and close friends, as well as acquaintances and neighbors) will interact with each other. They want some activity to facilitate mingling. Additionally, they want a theme party – something fun but not too crazy.

### Strategy

In the spirit of the many 'Award' shows held in the spring (e.g. Academy Awards and Golden Globes), roll out the red carpet and host an Appreciation Party for your 'Award-Winning' Family and Friends.

To achieve this 'Award-Winning' cocktail party, *posh parties* proposes:

#### Before the party

- Purchase *star* cocktail party invitations that are a little glitzy and glam
- Mail invitations approximately three (3) weeks in advance

#### Night of the party

- Illuminate the front of your house with static white lights in the shape of stars
- Roll out the red carpet (front door, down stairs and part of the walkway to driveway)
- Personally greet guests at the door, express appreciation
- Play lively but soft jazz from the stereo
- Use sheer silver linens on food areas
- Serve heavy hors d'oeuvres – some passed (to control consumption and budget), some displayed
- Serve chocolate fountain with dipping treats and other bite-size desserts, as well as decaf coffee and tea
- Serve gold-color (mango) smoothies (rum optional), along with self-serve sodas, bottled water
- Hire a 'Robin Leach' impersonator (Lifestyles of the Rich and Famous) to mingle with guests, share celebrity gossip and generally, treat them like stars

### poshEssentials

To create this Appreciation Party,

- mail 'star' invitations
- personally greet guests at the door
- play soft jazz music from the radio
- display heavy hors d'oeuvres and desserts
- use silver (or gold) disposable napkins and small plates with clear disposable cups
- place star-shaped votive candles and sheer silver (or gold) fabric on the food table

### poshExtras

If budget permits, select one or more of these 'extra' items to enhance your party:

- illuminate the front of your home with static stars
- hire a piano player to play soft music in the living room
- hire 'Robin Leach'
- hire a caterer to prepare and pass hors d'oeuvres
- hire a specialty food company to provide smoothies and chocolate fountain

### Suggested Vendors

*In this section, posh parties will suggest local vendors for your party, providing company name and contact information.*

### Estimated Cost

*If a budget is established, posh parties will either provide a list of estimated expenses. If budget is unknown, we will provide guidance on how to allocate money based on items.*