

should be included in the festivities. Your list may include one or more of the following:

- 4 Employees
- 4 Stockholders
- 4 Customers or members
- 4 Community
- 4 Dealers
- 4 General public
- 4 Local, state or national leaders
- 4 Industry leaders
- 4 Trade press and organizations

What Do I Want to Accomplish?

Aside from simply celebrating the good times, there are a number of important business goals a corporate anniversary celebration can help you accomplish. Think of it as killing two birds with one stone. Bring in department heads for a brainstorming session to help you more clearly define your goals. They may have valuable insights into market conditions, the community, or the target audience that you may not be aware of. For example, you may want to:

- 4 Improve employee morale
- 4 Provide better knowledge of products and policies companywide
- 4 Launch special anniversary promotions to increase sales
- 4 Influence trade
- 4 Improve community relations and the local (or international) political atmosphere
- 4 Update the company image
- 4 Strengthen relationships with dealers and suppliers

Before You Blow Up the Balloons and Light the Candles...

An anniversary celebration is not an impromptu gathering. Ideally, you should begin planning the program at least a year in advance of the official observance day. Management should appoint one person to

How Much Do I Want to Spend?

The budget for an anniversary celebration is as individual as the company commemorating the event. There are no hard and fast rules on how much should be spent or where funds should be allocated. But here are some scenarios that may help you put your funding into perspective:

- What we normally spend for special projects, but shift all costs into a special anniversary celebration budget
- Increase the promotional budget (for public relations and advertising) with no direct dollar return anticipated
- Increase the promotional budget in relation to anniversary promotions, based on sales projections forecast for these promotions

oversee the project and create an "anniversary special projects team" to carry out specific duties as needed. The team leader would then report progress to management as the project moves along.

A broad outline of the preparation during the year will keep the celebration on schedule:

1. Blueprint the celebration and determine it's scale: small, medium or large.
2. Assign a date for the kick-off event.
3. Set tentative dates for other major events.
4. Research company history and background material.
5. Alert those who will help: the public relations firm, advertising agency, department heads, branch management, foremen, distributors, etc. Parcel out assignments to each.
6. Arrange and schedule advance publicity: company publications, trade journals, technical magazines, newspapers, radio