

# PORATE ANNIVERSARY PROGRAM

- Questionnaires sent to older or retired management and employees
- Professional authors or historians hired
- Hard cover volumes published and distributed as souvenirs
- Brochures
- Special editions of company magazines
- Newspaper supplements
- Open House programs
- Related industry history
- Related city, county or regional history

## Company Magazine

- Announce plans and goals
- Ask for suggestions
- Issue progress reports
- Have one main "anniversary issue" with suitable typography, photos and illustrations
- Run extra copies for distribution to press, shareholders, libraries and schools

## CONCERTS

- For employees and families
- For entire community

## CONTESTS

- Appropriate anniversary theme
- For employees
- As a consumer promotional device

## DANCES

- Anniversary ball

## Gifts and Souvenirs

- Engraving or designs that distinguish gifts as a special anniversary present
- For employees, special customers, shareholders, prominent individuals, etc.

### Gifts to the Community

- Suitable antique or a valuable gift to local museum
- Set up chair at local university or college
- Scholarship fund

## Dinners and Luncheons

- As a kick-off
- As the final activity
- Preceding or following an open house
- For dealers, stockholders and key customers
- For all employees
- Held simultaneously in various cities or company locations
- To honor employees
- Honored guests, special speakers, entertainment
- Invitations, exhibits, displays, costumes, souvenirs

- Dance contest
- Marathon to raise money for local charity or civic cause

## DISPLAYS OR EXHIBITS

- Of silver for 25th, gold for 50th, diamonds for 75th, etc.
- Of historic significance—development of company industry state, region, community, business in general
- Old-time business machines and equipment as related to company products
- Development of company products
- Exhibit of company advertising, packaging, etc., through the years
- Projections for the future

## FILMS

- Company history
- Story of the founder
- Industry's contribution to progress
- Premiere showing at theater with invitations to employees, prominent persons, special customers, etc.

## OPEN HOUSE

- Invitations to employees, their families,