

HOW TO RUN A SUCCESSFUL COR

dealers, stockholders, prominent public figures, etc.

- Special exhibits of old products, old equipment, catalogs and ads
- Welcome speech by company officials
- Movies
- Refreshments
- Booklets presented at end of tour
- Opening of new plant, new laboratory, unveiling of new equipment, etc.

PICNICS AND OUTDOOR PARTIES

- Invite all employees and families; include entertainers, fireworks, rides, bands
- Have a barbecue, carnival-style or old-fashioned "day at the fair" theme party
- Team games: softball, kickball, tug-of-war, frisbee, soccer, volleyball, etc.
- Games or puppet shows for small children

PRESENTATIONS

- Gifts, awards, dinners, luncheons, special ceremonies, stockholders meeting and sales meetings, with radio, television, or newspaper coverage

PUBLICITY

- Press releases
- Speeches
- Photos
- Models and displays
- Interviews
- Advertising blow-ups
- Mobile exhibits

RADIO AND TELEVISION

- Interviews
- Special programs sponsorship

SALES MEETINGS

- Appropriate theme, "100 Years of Progress," etc.
- Entertainment, skits tied in with anniversary
- Anniversary promotions to dealers and consumers
- Special anniversary sales
- Introduction of new packaging

Tie-ins

- An organization (company, hotel, school, hospital, library) founded in the same year
- An organization not the same age, but celebrating a birthday
- A community, town, city or state celebrating a birthday
- An organization with which the celebrant has had dealings
- A noted individual
- A noted event

SHOWS

- Pageants, parades, circuses
- Special anniversary benefits for worthy causes
- Fashion shows
- Sports event

SURVEYS, CONFERENCES AND FORUMS

- Industry experts invited to participate in exploring current issues, future directions of industry, etc.
- Community leaders gather to discuss ways for company and community to continue to benefit one another
- Youth groups
- Special research teams

Gifts to Treasure

You may not be giving everyone diamonds for your corporate anniversary celebration, but remember that the most successful celebrations start from inside the company. If it's impossible to have everyone at one big event, either include the employees at the main event or give them a grand party of their own.

4 Arrange a festive luncheon or dinner with top management. Decorate the tables with flowers or balloons printed with the anniversary or corporate logo. Don't skimp on the employee party. It