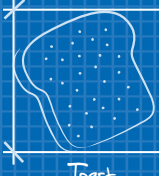




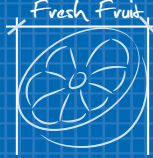
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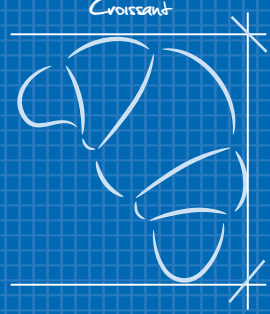
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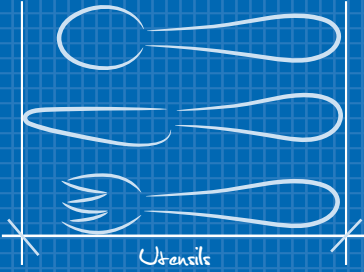


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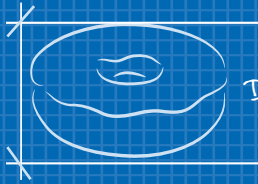


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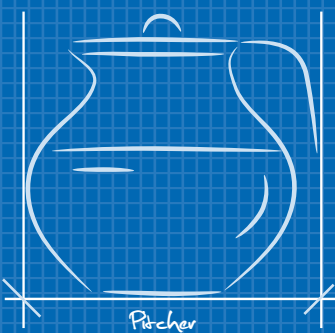
# Allegra's Brilliant Breakfast Planning Guide



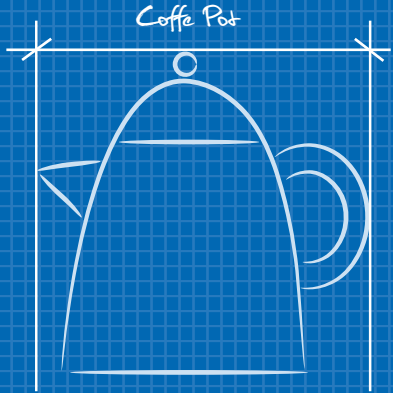
Utensils



Donuts



Pitcher



Coffee Pot

# Welcome

Hosting an event where your clients and prospects can interact and share ideas is a great way to enhance existing relationships and start new ones.

A Brilliant Breakfast Event showcases your organization as the catalyst in your marketplace by putting local organizations together to spark partnerships and growth opportunities. Attendees will view you as a thought leader and your business as a valuable partner who can help them grow.

Follow these simple steps to host a successful and memorable event that opens doors for your company as well as for everyone who attends.

# Planning

## **Two months prior to your breakfast, start your planning. You will need to:**

- Get your entire staff involved and excited.
- Select a date for your Brilliant Breakfast. Draw up a guest list with mailing addresses and emails if you have them. If there are individuals or organizations you would like to meet, ask a staff member to pull names, addresses, phone numbers and emails off of websites and add them to your guest list.
- Draw up a simple menu. The possibilities are endless but here are a few suggestions:
  - Yogurt, granola and fruit bar with fresh muffins
  - Bagels and cream cheese trays or muffins and fresh fruit
  - Breakfast pizza with fresh fruit
  - Coffee, tea, juice and water
  - Pastries from a local bakery
- Ask a local company who caters business events to participate and provide all or some of the refreshments to keep costs to a minimum, or pick up bulk items from a local merchant. Plan to use baskets or trays you may already have, and line them with attractive paper napkins for flair. If you buy your goodies from a local merchant, ask them to participate or even just provide a sign to promote their business in exchange for a discount on the items.
- Consider your parking situation. Do you have ample parking, or will you need to make arrangements with neighboring businesses to add parking options on the day of your event? If you are land locked, you can use the small space to add urgency to your invitations by noting how many guests you can accommodate, or consider partnering with a local venue with more space.

## Two months prior, continued:

- Consider a speaker or just get the ball rolling by kicking off the event yourself. If you want a speaker, try to line up someone two months prior to your event. If you have a speaker, it's a good idea to provide chairs for your guests. If you will need to rent chairs, arrange for them now and update the order later after you have a final count.
- Pre-invite some of your existing customers and ask them to provide door prizes or something else memorable to create awareness for their companies.
- Small giveaways are a great way to introduce your company to the attendees. If you don't have anything, consider preparing small packages or bags of cookies or candies tied with bright colored ribbon and your business card, or contact Allegra for other great giveaway ideas to help attendees remember your business.
- Consider sending real-time updates during the event as part of your social media strategy. Twitter, Facebook and LinkedIn provide a way to update your network on events as they happen. Choose a staff member to champion this part of your event. Some sample updates have been included in your kit.
- Plan your invitation. We've included a few sample print and email invitations on pages 11 - 13 in your kit. You'll increase the number of guests if you include your personalized invitation with relevant copy, imagery and response mechanisms. It's also a great idea to send both printed and digital invitations to improve response. Allegra can help you create and send email invites as well as printed invitations. Call now so you won't be in a rush as your event nears.

## **Five weeks prior to the event:**

- Send out email invitations. Continue to add to the guest list as additional individuals are identified.
- Place announcements on your social networking channels and your website. There's a sample tweet on page 5 for you to modify.
- Confirm your speaker or do it yourself. We've included a sample script to open the event to help you generate some brilliance of your own!
- Finalize contest prizes and your giveaways.
- Order breakfast and designate one staff member to pick up breakfast items on the day of your Brilliant Breakfast.
- Personally invite key customers and prospects to your event, and let them know an invitation will arrive soon.
- Make a list of those who have agreed to come with their phone numbers and emails so it will be easy to send out reminders as the date nears.
- If you are going to use printed invitations, contact Allegra to make your ideas a reality in time for the event.
- Assign a staff member to take pictures during the event. Remember to post them on your website, company Facebook page, Twitter and LinkedIn following your Brilliant Breakfast.

## **Four weeks prior to the event:**

- Send out your invitations. Hand-addressed envelopes are a nice touch and have a better chance of making it to the desk of those invited.
- Confirm your speaker and ask him or her to provide a brief biography that you can use to prepare the introduction at the event.
- If you aren't using a speaker, now is the time to think of some questions that can help spur conversations at the event. We've provided some conversation starters in the guide on page 7, but you can develop your own, too.

## **Two weeks prior to the event:**

- Call those who have not RSVP'd. Let them know in person or via email that you are excited about the opportunity to bring all these great organizations together and hope they can make it. Share the date, time and place just in case their invitation did not make it. If you speak to them, get their email and send the event information via email to reinforce your phone invitation.

## **Week of the event:**

- Send out reminder emails.
- Locate camera.
- Print program.
- Tweet about the event: «insert company name» is serving breakfast and brilliant ideas, Monday, 12th at 7:30 a.m. Come join us! Click here to RSVP. (Use tiny URL)

## **Two days before the event:**

- Call all those who have RSVP'd. Let them know you have a great list of organizations attending and are excited to see them. Remind them to bring business cards and any handouts they may want to distribute.
- If there are people you really wanted to come but have not heard from, try one more time to reach them by phone. We have included some sample messages to use as a guide.

## **Day before the event:**

- Set up breakfast room.
- Create preprinted name tags. Be prepared with blank name tags and pens at your registration table for additional attendees.
- Pick up paper products and non-perishable breakfast items.

- Create name tags for your guests including their first and last names and their organization.
- Prepare a list of attendees and their companies for each participant to take home following the event for reference and to help facilitate ongoing discussions.

## **Morning of the event:**

- Pick up breakfast items from local merchants.
- Make coffee and tea, and set out cream, sugar and artificial sweetener.
- Set up two large tables, one where attendees will register and pick up their name tags. Position a second table away from the registration table for breakfast items and beverages.
- After attendees arrive and register, place giveaways and/or goodie bags on the registration table so guests can pick them up on their way out.
- Gather staff together and make sure all roles have been assigned. Confirm that your goal is to host a wonderful event with lots of conversation to create synergy within your business community and to position your company as a facilitator of great business relationships.
- Have a staff member greet attendees as they arrive, and let them know about any raffle, contest or giveaways that are part of the event. Make sure you mention the names of the organizations that provided the items, what they do and where they are located.
- Set out name tags and assign a member of your staff to greet each guest and provide their name tag and a list of the attendees to each participant. Have the greeter take the guests to the refreshment table.
- Have the staff member responsible for taking photos shoot both candid and posed shots. You'll post these on your website and social media channels following the event.
- If your plan included real-time updates via social media, you can start sending updates as you prepare, during and after the event.

## Program:

- ❑ Host welcomes everyone and asks attendees to find a seat. If your event doesn't have a speaker, it's a good idea for guests to remain standing to facilitate networking.
- ❑ Provide a brief description of your business and the purpose of the event. Use the sample opening provided as a guide to craft your own remarks.
- ❑ Introduce the speaker using the biography he provided, or ask one of the thought starter questions to get the ball rolling.
- ❑ Speaker makes presentation.
- ❑ If your Brilliant Breakfast doesn't feature a speaker, pose one of the conversation starters below every 5 - 7 minutes. Suggest that guests start each conversation with a new guest so they get to meet everyone.
- ❑ Thank the speaker and attendees for coming. Encourage your guests to keep the dialog open and continue sharing ideas with other business owners as part of their business strategy. If you have a raffle or contest, it's time to announce the winner!

## Conversation starters:

- ❑ Start by sharing the names of your organizations and how you provide value to your clients.
- ❑ Have your guests start a new discussion with another guest by identifying a strategic or important action they took in the last week to help grow their business.
- ❑ After 5 to 7 minutes, encourage guests to imagine a world where their primary market does not exist. After sharing what their business does, have the conversation partners think of other markets where their product, service or knowledge would be valuable.
- ❑ After 5 - 7 minutes, pose another question. This time ask your guests what marketing tactic they have wanted to try but not had the time or the budget to execute? Encourage each to top the first idea.
- ❑ Here's another great thought starter if you have time:

Imagine that you owned both your business and that of your conversation partner, what resources could you share that would make you both stronger?

- Here's a great question to end your brilliant breakfast: What did you learn today and how can you put it into action to grow your business?

### **After the event:**

- Send out thank you emails to all attendees.
- Update Facebook and tweet about the event; include pictures taken at the event.
- Make sure all of your new contacts have been added to your database.

### **The week following the event:**

- Call all of the attendees and ask for feedback about the event.
- Ask them if they have continued to interact with the people they met at the event and encourage them to reconnect with other guests.
- Finally, ask how you can help them find new prospects, solidify client relationships and grow their business!

# Scripts

## **Calls to Invite Guests:**

Hi «call recipient's name». My name is «insert name here». I (own, manage, etc.) a local business here in town. It occurred to us that many businesses were missing opportunities to grow because we are all focused inwardly on our own businesses. We've decided to host a breakfast so that local leaders can come together and share how they provide value to their clients. It's our hope that our breakfast will be the start of some great local relationships. The event is scheduled for «insert day and time.» You may have already received an invitation in the mail, too. We hope you can make it. If you are planning to come, let us know in advance and we'll make sure that your name tag is ready when you get here. Again, the date of the event is «insert date» and it will start at «insert time». The event will take place at «insert name and location of the event.» I hope to see you there.

## **Call to Remind Guests:**

Hi, this is «insert name» from «insert organization». I'm calling to remind you of the Brilliant Breakfast scheduled for tomorrow at «insert time.» We have over «x» registered for the event so this should be a fantastic jumping off point for some great business relationships. We're looking forward to seeing you tomorrow. Parking is «provide specifics about parking.» See you tomorrow.

## **Opening Remarks:**

Guest Speaker: My name is «insert name here» from «company hosting the event.» A lot has been said in recent months about Wall Street vs. Main Street. Whatever your opinion, one thing is true: there are a lot of great businesses in our area and a lot of other businesses don't know about them or what they do. Solutions to our business challenges could be right down the street or in the same town and we might not even know it. We decided that now is a great time to harness the power of these great minds and put them together in one room and create some synergy. We want to thank all of you for coming today. Our goal is simple, meet one

another, learn what each organization does and how they provide value, start relationships and make referrals. Share your great ideas and let's make sure that this year is successful and prosperous for us all! We invited «insert speakers name here and provide a short bio» to share some of his/her great ideas on «topic» to help start us off. After his/her remarks, please continue to enjoy our great breakfast from «insert name if appropriate», mingle, share your ideas and how your organization provides value. Let's make today the start of many great things to come.

### **No Guest Speaker:**

My name is «insert name here» from «company hosting the event.» A lot has been said in recent months about Wall Street vs. Main Street. Whatever your opinion, one thing is true: there are a lot of great businesses in our area and a lot of other businesses don't know about them or what they do. Solutions to our business challenges could be right down the street or in the same town and we might not even know it. We decided that now is a great time to harness the power of these great minds and put them together in one room and create some synergy. We want to thank all of you for coming today. Our goal is simple, meet one another, learn what each organization does and how they provide value, start relationships and make referrals. Share your great ideas and let's make sure this year is successful and prosperous for us all!

### **Closing Remarks:**

Unfortunately all great things have to come to an end. I hope that each of you met interesting people and learned about businesses in our neighborhood with valuable products and services. Even if you didn't find a fit here, remember what you heard and share it with your peers and colleagues who might need one of these services. We believe in the synergy that you experienced today, and we're committed to providing real value to our clients in the form of the marketing communications we help them create, produce and deliver. Thanks again for coming today and I hope that this Brilliant Breakfast is the start of lots of great things to come!

# Sample Invitations



# Invitation Copy

## Front

Great minds do think alike!

It's time to harness the power of the brilliant minds in «insert town».

## Inside Left

There's a lot of talk in the media about Wall Street and Main Street. But the streets right here in «insert town» hold the secret to our success. The answers to our business challenges and the keys to growing lie just across the street or just across town. So we're hosting our first Brilliant Breakfast for local business leaders to network, share ideas and create synergy. We can't wait!

«Business Owner's Name»

«Business Name»

## Inside Right

«Company Name» presents its first Brilliant Breakfast!

Join us for breakfast on «insert date»:

- You'll meet other local business leaders
- Share what makes your company special and how you provide value for your customers
- Expand your thinking and your relationships
- Create synergy that can help your business grow in «insert year»!

Where:

When:

RSVP: before «date»

«Insert rsvp landing page and/or phone, fax numbers»

## Back

Company contact information.

# Email Copy

## Header

Great minds do think alike!

It's time to harness the power of the brilliant minds in «insert town».

## Body Copy

Dear Kate:

Please join us for our first Brilliant Breakfast. We've invited business leaders from the area to join us for breakfast where you can:

- Meet other local business leaders.
- Share what makes your company special and how you provide value for your customers.
- Expand your thinking and your relationships.
- Create synergy that can help your business grow in «insert year»!

Where:

When:

RSVP: before «date»

«Insert rsvp landing page and/or phone, fax numbers»

# Social Media Posts

## Facebook

«Organization name» is hosting its first ever Brilliant Breakfast networking event on «date» at our location at «insert address». «Put a link here to the landing page on your website.» Please contact me if you would like to come out and attend our breakfast. «Put link to email to rsvp»

90 minute Brilliant Breakfast networking event taking place at «Organization name» located at «insert address» on «date». «Put a link here to the landing page on your website.» Breakfast and networking, invite your business contacts and co-workers. «Put a link to email to rsvp.»

## LinkedIn

Come out and join «Organization name» for breakfast and networking. We are hosting our first ever Brilliant Breakfast networking event on «date» at our location at «address». Come out to connect with other business leaders and swap business cards. And remember to make the most out of any networking event by always asking new contacts if they are on LinkedIn. You will be surprised at the number of people who say “yes.” After the event, you can reconnect on LinkedIn; add the new person to your network and keep the conversation going with them.

## Twitter

- «Organization name»’s Brilliant Breakfast encouraging networking and collaboration for «city»’s business community. (optional tiny URL to invite)
- Networking event taking place at «Organization name». Helping our customers develop new business contacts and growth opportunities. (optional tiny URL to invite)
- Local businesses connecting at «Organization name»’s Brilliant Breakfast event this morning, «date». (optional tiny URL to invite)
- DIY: Learn how to host your own Brilliant Breakfast networking event with «Organization name». (optional tiny URL to invite)
- Real-time business connections and ideas taking place at «Organization name». (optional tiny URL to invite)
- Still time to join area business leaders at «Organization name»’s Brilliant Breakfast. (optional tiny URL to invite)
- Brilliant ideas are flowing at «Organization name»’s Brilliant Breakfast. Join us. (optional tiny URL to invite)
- «Organization name»’s Brilliant Breakfast comes to a successful close. Want to come to the next one? (optional tiny URL to invite)

Create a landing page on your website for your event. In order to tweet the event landing page information you will need to turn the long URL into a tiny URL. The tiny URL homepage includes a form that is used to submit a long URL for shortening. For each URL entered, the server adds a new alias in its hashed database and returns a short URL. You can use a site such as <http://tiny.cc/> to create your tiny URL.



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