

Introduction

You've thought of every detail to plan the perfect event and now it's time to plan the perfect gift. You want it to be memorable, so don't just pick something without considering the factors below. When you take time to think these through, you'll save yourself time, money and stress.

Credit: <http://www.meetingstoday.com/ArticleDetails/tabid/136/RegionID/0/ArticleID/27139/Default.aspx> by Brett Hatch

1. Interactive = Memorable

Don't miss an opportunity to make a lasting memory. Instead of a gift that's just waiting for them in their room, imagine a singular brand experience with a high perceived value. Attendees who are expertly guided by employees of the brand walk away with lasting memories.

2. Mass Appeal

People have diverse tastes and come in all shapes and sizes. What will everyone actually use (not just thrown into a drawer to be forgotten)? Will they be able to use it year-round?

3. Make it Easy on Yourself

If you search "corporate gifts" you'll get so many results, you probably won't know where to turn. Instead, look for a turn-key supplier that offers on-site experiences.

4. Have Gift, Will Travel

More than likely you're traveling to a destination, sometimes internationally. How do you calculate the quantity so you have enough, but not too much? What kind of shipping costs will you incur? How do you get product into and out of a country? When you work with the right supplier, they will have the knowledge to anticipate those concerns.

Memorable Gift



5. Minimums

Most suppliers have higher minimums for on-site events so it will be "worth it" to them. That's fine if you have an event of several hundred people, but what if you have an upcoming board meeting of just 30 people?

6. True Cost

If you do decide to bring a gift supplier on-site, be sure to research all the costs involved. Are there additional charges to staff the booth? What about staff travel costs? Can they give you reliable estimates for duties, taxes and shipping?

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Not published yet.
Last updated 3rd June, 2016.
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