

RBF Consulting

Annual Easter Breakfast

Challenge:

RBF has hosted an Annual Easter Breakfast for 500 clients, prospects, staff and friends of the firm for the last 35 years. The challenge is to offer an opportunity for reflection during the Easter season for staff, clients and friends.

Solution:

Planning begins about six months prior to the event with a kick-off meeting for the committee of ten executives and staff. Details for the program including speakers and music are finalized over the next three months. The theme and design for the promotional materials included:

- Save-the-date Email
- Invitation
- RSVP Card
- Online RSVP Management
- Event Signage
- Program
- Email Reminder
- Volunteers for check-in and to greet and direct guests

Result:

Clients and other attendees look forward with great anticipation to this event every year, some even call if they haven't received their invitation to confirm they are still on the invite list! Many notes of thanks are received after the event. Attendees feel a general sense of goodwill toward RBF because of this unique event.

