

RBF Consulting Open House Event

Challenge:

Create a memorable client event to celebrate the firm's 15th Anniversary, while showcasing the Phoenix office's services, and using the upcoming Super Bowl XLII, scheduled nearby just a few months later, as the theme. RBF had a reputation for hosting unique and memorable client events and this was no exception.

Solution:

To create buzz and build interest, a mini NFL football was imprinted with the event logo and date and sent eight weeks prior to the event. This thematic dimensional "save-the-date" mailer was packaged in a small box with a custom mailing label designed as a football field, yard lines and all.

Other event components included:

- "Official" Event Ticket/Invitation & Directional "Parking Pass"
- RSVP card with options for mailing in, calling or registering online
- Online RSVP Management for up-to-the-minute guest counts
- Email Reminder sent the week of the event to encourage attendance
- At check-in, Guests were greeted by six ASU Cheerleaders
- Football activities were intermingled with educational demonstrations
- All food and props reinforced the football theme

Result:

The firm received calls immediately after the mini footballs were received. The pre-event marketing resulted in a tremendous turnout with the 300 attendees speaking about the event for months after. There were several leads generated and a few resulted in contracts.

