



# the keena quarterly

## Event Themes For All Seasons

*E*ven after spending a bundle, it's those 'little things' that can make or break even your most promising event.

*By Keena Collins*

Little things can make big differences. The "right theme" or name for a business organization's meeting or party can:

- » amplify expectations by creating excitement
- » prompt creativity
- » improve invitations and decorations
- » increase attendance
- » reinforce presentations
- » unify meeting content — and
- » facilitate follow-ups

If you are going to go to the trouble and expense of getting a group of people together for a valid reason, you want the occasion to be memorable. Themes can serve as the common thread or backdrop for the whole event — no matter the season or the venue.

***Consider these themes for sales/recognition meetings and events:***

### Great Expectations

Since expectation and hope are two of life's best motivational forces, this theme has wide potential.

### From Good to Great

This business best seller offers a theme with rich opportunities to inspire the troops, launch new divisions, announce exciting developments.

### Portraits of Progress

Customers, sales personnel, distributors or dealers can learn new techniques within this art-centered theme. This lends itself to new product paintings, framed faces of key players, brilliant colors and lots of excitement. Let participants get messy and think out of the box when they paint their team strategies...or try to capture their CEO's face on their canvas.

***To plan something with seasonal flair, how about:***

### Picnic Perfect

A theme that works for all ages and budgets because the great outdoors provides free décor. This provides a cost-effective event full of chances to motivate employees, provide a mixer-type environment for new bonds and friendships to be forged, and can serve as a family-oriented event with easy team-building and giveaway opportunities. This venue, or beach backdrops, are also ideal for Cajun themes involving crawfish boils and other finger-licking feasts.

### Patriotic Themes Are The Buzz In The New Millennium

Patriotic spirit is climbing to a new high. Star Spangled decorations and menu items are crowd pleasers and readily available. To pump up the fun, hire a strolling Uncle Sam or Yankee Doodle

*continued*



Dandy, or tilt toward tradition with old fashioned carnival games in-between business sessions. Mix and match employees from several divisions and find yourselves creating new levels of company patriotism and unity.

## Western Wing Dings

Anything resembling the Old West will conjure up the notion of adventure and inspire a winning spirit among participants. Whether you rent an inflatable cowboy slide or interject stickhorse races into your business agenda, the outcome will be positive with this popular theme. Some wooden fence posts and gingham can transform a table into a barrel of buffet fun.

## Purely Parties

When it's all about good times, the stratosphere is the limit! Host a "Fab Fiesta" when spring has sprung and decorate with pottery, sombreros and pinatas. Strange but true, January 20 is Penguin Awareness Day, so what better excuse to throw a black and white party with sushi and crab on the menu and servers in tuxedos! Ice carvings and igloo decorations can turn this into a really "cool" event. In the rainy months, celebrate the showers indoors with fabric clouds and strobe light lightening effects. You can have a raincoat fashion show and create a paradise for rubber ducks while guests enjoy warm soup and a few hours of staying high and dry.

Old themes can always use a new twist. Instead of the Mad Hatter's Party, how about the Mad Garden Party where props can be large and food items can be small, garden delicacies. Extraordinary Events headquartered in California throws a "Hip to be Square" party where everything from linens to carpets features a geometric pattern. Nerdy waiters, plates and serving platters round out the theme as the Huey Lewis tune, "Hip to be Square" sounds in the background upon the guests' arrival.

## Help is on the way

If your creative juices are severely dehydrated, call a professional meeting planner to take the heat off of you. Your advantages will be many-fold:

- » Bottom line savings gleaned from the experts' "connections" and negotiation power.
- » Time savings in having the expert with resources and ideas at your fingertips.
- » With several decades of experience, a meeting producer like Keena Collins is doing something right — can't argue with that!
- » Professional meeting planners like *keena & company* know how to manage floor plans, secure caterers, book celebrities, handle management and spouses, save headaches on technological requirements, organize travel, stay on budget — and most importantly — tie your meeting to your strategic business objectives.

Event planners like Keena Collins will help you think through the details in a way that will be thorough, effective and — painless! Call *keena & company* today for your upcoming holiday and business meeting needs.

## Big Ideas Under The Big Top

A circus theme offers an abundance of decorative and promotional potential. Performing animals, clowns and gymnasts can transform a front lawn into three-rings of fun in no time. Imagine game booths featuring your company's product line or marketing strategies — proving that even fun can be educational! Put some peanuts and lemonade into your brainstorming sessions and watch the ideas heat up like popcorn. Even in an office environment, there's nothing like a clown to lighten the moment.

