

Why have an After Dinner Speaker?

- Attract new customers
- Repay loyal customers, suppliers and sponsors
- Make your business distinctive
- Build a great reputation
- Increase your sales and raise funds

What makes a successful event?

Putting on an After Dinner Speaker can be an easy and rewarding way to increase your sales, raise finances for your organisation and build good customer relationships but, there are things you will need to consider to get the best results. So, if you are thinking about staging an After Dinner function / event for the first time or even if you are an old hand, here are a few pointers.

1. Consult your customers

Putting on an After Dinner Speaker for your customers rewards their loyalty and makes it a special night out. A good Speaker will also attract new customers so make sure you consider what type of speaker they might want to listen to. Ask current customers who they would like to hear and consult them about any speakers they have heard in the past. It's good to attract new customers but you want to keep your regulars.

2. Establish a regular frequency

Annually, 6 monthly make a plan and stick with it. It is essential to have some kind of regular frequency to make more of its full potential. Sticking to this is important – customers will remember and expect it.

3. Advertising and promoting the event

Please do not rely on putting up a couple of posters to sell the tickets. Utilise Social Media such as Facebook and Twitter. Advertise on your own website and other regional websites
Place an advert with local newspapers and publications.
Incentivise people to sell tickets. Approach supplier, sponsors and local businesses If you have another event planned make sure everyone attending knows about it.

4. Maximising Profit

Can you get anyone to sponsor the event?
Ask suppliers to donate raffle prizes.
Hold an auction at the event.
Heads & Tails at the event always raises a few pounds

5. Timings

It is important to keep a tight reign on proceedings so that there isn't much of a lull.
If you are having a meal put the speaker on straight after.
Draw the raffle before the Comedian goes on (if you are having one)
You don't want people leaving before the event has finished because timings have over run

6. Catering

Value for money, presented in a timely and professional manner
Make sure whoever is providing the catering are capable of delivering the menu

