

EVENT PLANNING *in a New Economy*

Allison Sargent Events

Entertaining

Times are tough. The 401K has evaporated before your eyes. The job is uncertain but the bills keep coming in. With the recession upon us, maybe it's time to cancel the party. Or, on second thought, maybe not! The special occasions for friends and business contacts that have brought so much pleasure in years past are needed more *now* than ever before. That's our message at Allison Sargent Events, where we show clients that a smarter, more cost-effective approach can allow the show to go on.

For many of us, the economic downturn has magnified the importance of friendship, family, networking and support. Entertaining for home or business remains a rewarding and practical way to celebrate with friends and business associates, and it can be done on a budget that doesn't break the bank. With today's economy in mind, Allison Sargent Events offers a complete menu of cost-saving ideas to help meet your goals. Whether you're organizing a corporate, social or not-for-profit event, you can broaden the base of individuals who can assist you. You can tap a more expansive group of friends and neighbors, colleagues from departments in your company, and committee members. This larger group will help you reach out

NOT-FOR-PROFIT EVENTS: The same principles hold true when having an event for a non-profit organization. Perhaps a vendor will donate printing services in exchange for tickets, or a member of your Board or Committee will host the event in their home or corporate office. Partnering with another organization to share the expenses can be a terrific way to save and still raise funds for your cause. At Operation Smile, Allison Sargent Events suggested to forgo costly floral décor, and instead use the faces of the children that benefit globally from the mission of Operation



Judy Chapman and Allison Sargent in front of the Giving Tree to benefit the Garden State Woman Education Foundation

to new vendors and resources. At Allison Sargent Events, we recommend reaching out to others as an important component of the evening's activities. For example, a giving tree has been

a successful method and rewarding addition to many events to increase donations at charity events.

CORPORATE EVENTS: Whether it's an employee dinner or a corporate meeting, businesses should make use of their own resources to create the most successful corporate events. For instance, host your event at your own corporate site instead of using an outside facility. Work in partnership with some of your existing vendors. Trade services for catering, décor or printing. Remember, your event partners are just as interested in maximizing their contacts and resources as you are.

Smile. It was very well received, and represented a tremendous cost saving for the client.

SOCIAL EVENTS: It may go without saying, but today – more than ever – the comfort of *home* may provide the most stress-free setting for any number of special occasions. Consider celebrating with a pot luck menu, or having friends bring extra china, chairs and glasses. It's always a good time to entertain or continue to relish the warmth of gracious and heartwarming values.

At Allison Sargent Events, we believe that linking arms with your neighbors, colleagues and business partners is the best way to strengthen social and business relationships today – to help you meet your goals for tomorrow. Allison Sargent Events will help you use your best resources to avoid costly mistakes, keep your tasks on track, and develop an affordable strategic plan. So don't let the recession cancel your plans – but do consider how your special occasions can *still* become a reality... with Allison Sargent Events.

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