

How You Can Host a Successful Open House

By Bea Fields

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One of the best ways to invite the public to learn about your business is by hosting an open house. People love the chance to get a "behind the scenes" look at what you and your business are all about. These ten tips will support you in hosting an open house that is successful and allows you to market most effectively.

- (1) Create a small committee to make the preparations. Involve as many people as possible in the planning process so that all of the nuts and bolts of the event are addressed in advance.
- (2) Plan a menu that includes small finger foods and simple beverages. If you are serving alcohol, provide a transportation service to and from the event.
- (3) Send out invitations at least one month in advance. Ask people to R.S.V.P. by telephone, e-mail, or fax. If responses are low, assign a phone committee the responsibility of contacting people 48 hours in advance in order to gain commitment.
- (4) Decorate the reception area with live plants and flowers. You want people to feel at home and welcome. Adding beauty to the event will make the occasion light and memorable.
- (5) Choose a time of year when you know your business will look its best, and a time that weather will not interfere with attendance. Spring and early fall are the best times of year for hosting an open house.
- (6) Assign a host/hostess committee to greet people as they arrive.
- (7) Offer people the option to take a tour, but do not make the tour a requirement. People often want to attend strictly for social reasons or to unwind.
- (8) If your place of business contains an oven, bake something with a pleasing aroma (such as cinnamon) 30 minutes prior to the event. Pleasant food aromas instill fond memories in people which can help others connect to you more easily.
- (9) Hire a professional cleaning service the day of the event to make your place of business sparkle and shine. You want your business to look and feel neat, clean, and professional.
- (10) Take the day off before your event. You want to be well-rested so that you can have fun

This article was written and submitted by Bea Fields. Bea is a Business Coach, Consultant, Trainer, and Public Speaker. Her area of expertise is that of Environmental Design and Leadership Development for Executives, Managers, Small Business Owners, and Political Leaders. She may be contacted at bea@nonmanipulativeseduction.com or visited on the web at www.nonmanipulativeseduction.com

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