



Top 10 Party Tips

- 1) Create an atmosphere that is fun and exciting.
- 2) Treat every party as if it were the most important party of the day.
- 3) Make sure that the last party of the day has the same level of enthusiasm as the first party of the day.
- 4) Exceed parents' expectations. That will give you the best kind of advertising, the kind money can't buy -- word-of-mouth referrals from happy guests.
- 5) Use your voice -- make scripted, fun announcements in your facility or during your on-hold message to promote your parties. Have staffers answer the phone with a party message, i.e. "Hello, you've reached the (put your name here), home of the world's greatest birthday parties."
- 6) Design a sample party table in a key (focal) area in your facility. Set it up with balloons, invitations, flyers, signage, merchandise, etc.
- 7) Add a contest or birthday club to your website (enter to win a free party, sign up for our birthday club).
- 8) Make sure your facility offers "One Stop Shopping" for party parents. Every busy parent appreciates being able to purchase everything they need for their party, right down to cake, candles, balloons, goody bags and invitations.
- 9) Always follow up with a thank you call to Mom or Dad. This is a great opportunity to get feedback on the party and your staff.
- 10) Make sure your parties create memories that last a lifetime.

Two Extra Tips

- 11) Put it in writing. All reservation information should be clear and in writing including: forms of payment, start and end times, a detailed list of included items as well as extras, refund policy, all pricing, etc. A reservation confirmation should be sent to confirm the party details.
- 12) The birthday child is always *first* for everything.

PROFITING FROM BIRTHDAY PARTIES AND CELEBRATIONS



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