

# HOW CENTER STAGE IMPROVES CLIENT EVENTS



Client events have become an important part of doing business today and are usually intended to showcase leadership, key employees, new information, and company expertise. Planning these events is difficult. You must balance several critical objectives: create a noteworthy event that drives interest and awareness, hold the guests' attention, give them a reason to take action, and create a deeper bond between the company and its clients. Center Stage teaches your employees: 1) stage presence to command the room, 2) how to tell stories to captivate clients, 3) close new business, and 4) increase client retention and loyalty.

## EXAMPLES

Center Stage has been useful to public and private companies whose executives need to better connect with attendees at board of director meetings. Many financial services companies have used Center Stage to improve client loyalty at client education events. By training all members of a team, the employees have more self-confidence in meeting and greeting guests. Finally, other companies selling products use Center Stage to close more business at their events.

## CENTER STAGE TIP

For a successful event, you must engage the audience. Without eloquence, confidence, and stage presence, all the trouble of an event can be wasted effort. Don't invest all of your company's time and budget on technology and forget about the people. Lighting, staging, graphics, and audio/visual are pointless without strong people performances. Manage your plans and budget effectively.