

TOP 10 BEST PRACTICES



No. 1
Know your audience

No. 2
Embrace exclusivity v. Catering to the masses

No. 3
Begin at the end - Identify outcome and build backwards



No. 4
Focus your "AEM" - Appreciate, Educate, Motivate

No. 5
Beyond the brass plaque -
Creating a permanent reminder of your temporary event



No. 6
Don't smother a good idea

No. 7
Local sourcing - Go beyond catering



No. 8
Play to your strengths

No. 9
Don't torture your guests

No. 10
Transform your event to 3D

EVENT TRENDS 2013

feats
powerful experiences™

BARS

- › Fruity cocktails are OUT. American vermouth is IN.
- › Coffee is OUT. Tea is IN.
- › Tequila bars OUT. Tequila drinks IN.



FOOD

- › Chocolate fountains are OUT. Chocolate Tastings IN.
- › Kill the cupcake - Dive into donuts
- › TACOS - Using fun ingredients
- › 2013 garnish: HORSERADISH



FASHION

- › Bold graphic prints
- › Pastels



EVENT TRENDS

- › Pantone color of the year "Emerald"
- › Monochromatic Black and White with metallics
- › Industrial Glam. Now residential and practical use.
- › Decorative trims

