



[Http://www.heros-salute.com](http://www.heros-salute.com)

Our recognition experts will gladly help you

Call us toll free @ 888-457-8080 8AM to 5PM Monday to Friday EST

HOW TO RUN A CORPORATE ANNIVERSARY PROGRAM

Who Celebrates?

The most popular business anniversaries are the 10th, 25th, 50th, 75th and 100th. Since the median age of all operating businesses is less than seven years, survival to any of these milestones is an occasion for pride and celebration.

There are additional factors which should affect a final decision as to whether to celebrate:

- ?? What is the age of your industry?
- ?? What is the age of the region?
- ?? How big have you grown and how fast?

Why Celebrate?

Before embarking on an anniversary program, its objectives should be defined, an emphasis determined. You should know exactly what you expect to gain in return for the time, effort and money you put into celebrating your anniversary whether its publicity, goodwill, increased sales, whatever —and in what order.

The answer to the following questions will help define those goals:

?? *What new company direction deserves a promotion platform?*

Is there a new plant, product, management team you would like to promote?

?? *When was the last time you gave people a chance to point with pride?*

Anniversaries are an opportunity to renew morale among employees, to strengthen support among stockholders, to increase a community's awareness of the benefits derived from having you as an employer, a taxpayer and a neighbor.

?? *How long has it been since you said "thanks"?*

Too often, companies forget to show their gratitude to those who have put them in their position. People react favorably toward organizations that show their appreciation.

?? *When was the last time your advertising and public relations took a new track?*

Anniversaries give you an opportunity to put on a fresh face and increase awareness.

Based on your answers to these questions, determine the following:

(Check more than one if applicable)

To whom do I want to direct my program?

- ☞☞ Employees
- ☞☞ Stockholders
- ☞☞ Customers or members
- ☞☞ Community
- ☞☞ Dealers
- ☞☞ General public
- ☞☞ Industry leaders
- ☞☞ Trade press and organizations

What do I want to accomplish?

- ☞☞ Increased company morale and participation
- ☞☞ Better knowledge of company products and policies
- ☞☞ Promotions to increase sales
- ☞☞ Trade influence
- ☞☞ Improved community relations, improved political atmosphere
- ☞☞ Fresh image
- ☞☞ Strengthen relations with dealers and suppliers

How much do I want to spend?

- ☞☞ What we normally spend, but tie it to the anniversary celebration
- ☞☞ Increase promotional budget (public relations and advertising) with no direct dollar return anticipated
- ☞☞ Increase promotional budget in relation to anniversary promotions, based upon sales projections forecast for these promotions

How To Begin

Ideally, planning should begin at least a year before the period of observance. The first step is for top management to delegate the responsibility to one individual. This person or agency will report the progress to the executive staff.

A broad outline of the preparation during the year to be covered will keep the celebration on schedule:

1. Blueprint the celebration: short, medium or extended length.
2. Assign date of kickoff event.
3. Set tentative dates for other major events.
4. **Research history and background material.**
5. Alert those who will help: public relations firm, advertising agency, department heads, branch management, foremen, distributors, etc. Parcel out assignments to each.
6. Arrange and schedule advance publicity: company publications, trade journals, technical magazines, newspapers, radio and television.
7. Schedule paid space advertisements and broadcast media.
8. Design and order special supplies: anniversary logo, stationery, gifts, decorations, displays, etc.
9. Program functions and events: food, decorations, exhibits, sites, entertainment, photographers, invitations, honored guests.

10. Provide anniversary kits -should be approximately 8 1/2" x 11", standard file size packages of information, including photographs, press releases, copies of speeches, anniversary logo for reproduction, calendar of events, descriptions of displays and exhibits available for showing at libraries, schools, etc., arrange for speakers to appear at functions, badges, buttons, etc.

What To Do

The list of anniversary activities is limited only by the imagination of those responsible for the preparation. Here is a brief alphabetical list of some of the more popular choices.

Advertising and Promotion Activities

- ?? Choose a theme or slogan that will coordinate all activities. Develop an anniversary logo to appear on all advertising and collateral materials.
- ?? Emphasize the quality of the product or service, progress of the company to date and promise for the future.

Anniversary Seal

- ?? Used on stationary and envelopes, sales slips, bills, business cards, greeting cards, wall and desk calendars, sales literature on corporate gifts, awards, presentation watches and clocks, etc.
- ?? This is an especially advantageous time to change company name, motto or logo, if you so desire.

Annual report

- ?? Anniversary seal on cover
- ?? President's message
- ?? "Then" and "Now" pictures of product, plant, etc.
- ?? Reproduction of first year's statement

Birthday Cake

- ?? Cake cutting ceremonies
- ?? President, founder, retiree to cut cake
- ?? Sculptured remake plant, building or product
- ?? Souvenirs baked in (or a prize in a "lucky slice")
- ?? Publicity photographs
- ?? Company-wide "coffee break"

Community Relations

- ?? Speakers available to address clubs, luncheon groups, students, radio and television interviewers
- ?? Copies of speeches by company executives to local papers
- ?? Anniversary film offered to clubs, schools, church groups
- ?? Stage exhibits at libraries, banks, schools, other public places
- ?? Tie-in with civic milestones
- ?? Special grants, anniversary scholarships
- ?? Contest tied in with community causes

Company History

- ?? Questionnaires sent to older or retired management and employees
- ?? Professional authors or professional historians hired
- ?? Hard cover volumes
- ?? Brochures
- ?? Special editions of company magazines
- ?? Newspaper supplements
- ?? Open House programs
- ?? Related industry history
- ?? Related city, county, or region history

Hint —don't brag about the founder or about present day management, or exaggerate your company's history.

Company Magazines

- ?? Announce plans and goals
- ?? Ask for suggestions
- ?? Issue progress reports
- ?? Have one main "anniversary issue" with suitable typography, photos and illustrations
- ?? Run extra copies for distribution to press, shareholders, libraries, schools

Concerts

- ?? For employees and families
- ?? For entire community

Contests

- ?? Appropriate anniversary theme
- ?? For employees
- ?? As promotional device

Dances

- ?? Anniversary Ball
- ?? Old-time dance contest
- ?? Marathon to raise money for local charity or civic cause

Dinner and Luncheons

- ?? *As kick-off*
- ?? As final activity
- ?? Preceding or following open house
- ?? For dealer, stockholder, prime customers
- ?? For all employees
- ?? Held simultaneously in various cities or company locations
- ?? To honor employees
- ?? Honored guest, special speakers, entertainment
- ?? Invitations, exhibits, displays, costumes, souvenirs

Displays or Exhibits

- ?? Of silver for 25th, gold for 50th, diamonds for 75th, etc.
- ?? Of historic interest —development of company industry state, region community, business in general
- ?? Old-time business machines, equipment as related to company products
- ?? Development of company products
- ?? Exhibit of company advertising, packaging, etc., through the years
- ?? Projections for the future

Films

- ?? History of the company
- ?? Story of the founder
- ?? Industry's contribution to progress
- ?? Premiere showing at theater with invitations to employees, prominent persons, special customers, etc.

Gifts and Souvenirs

- ?? Engraving or designs that distinguish gifts as a special anniversary present
- ?? For employees, special customers, shareholders, prominent individual, etc.

Gifts to Community

- ?? Suitable antique or valuable gift to museum
- ?? Set up chair at local university or college
- ?? Scholarship fund

Open House

- ?? Invitations to employees, their families, dealer, stockholders, prominent public figures, etc.
- ?? Special exhibits of old products, old equipment, old catalogs and ads
- ?? Welcome speech by company officials
- ?? Movies
- ?? Refreshments
- ?? Booklets presented at end of tour
- ?? Opening of new plant, new laboratory, unveiling of new equipment, etc.

Picnics

- ?? Invite all employees and families. Hire entertainers, fireworks, rides, bands

Presentations

- ?? Gifts, awards, honor dinners, luncheons, special ceremonies, stockholders meeting and sales meetings, with radio, television, or newspaper coverage.

Publicity

- ?? Press releases
- ?? Speeches
- ?? Photographs

- ?? Models and displays
- ?? Interviews
- ?? Advertising blow-ups
- ?? Mobile exhibits

Radio and Television

- ?? Interviews
- ?? Special programs sponsorship

Sales Meetings

- ?? Appropriate theme, "100 years of progress," etc.
- ?? Entertainment, skits tied in with anniversary
- ?? "Anniversary" promotions to dealers and consumers
- ?? Special anniversary sales
- ?? Introduction of new packaging

Shows

- ?? Pageants, parades, circuses
- ?? Special anniversary benefits for worthy causes
- ?? Fashion shows
- ?? Sports event

Surveys, Conferences and Forums

- ?? Industry experts invited to participate in exploring current problems, future directions of industry, etc.
- ?? Community leaders gather to discuss ways for company and community to continue to benefit one another
- ?? Youth Groups
- ?? Special research teams

Tie-ins

- ?? An organization (company, hotel, school, hospital, library) founded in the same year
- ?? An organization not the same age, but celebrating a birthday
- ?? A community, town, city or state celebrating a birthday, not necessarily the same one
- ?? An organization with which the celebrant has had dealings
- ?? A noted individual
- ?? A noted event

Some Final Advice

The most successful anniversary celebrations start from inside the company. If it's impossible to have everyone at one big event, either include the employees at the main event —no matter who else is left out —or give them their own party. And make sure it is as good, or better than what you do for the press and prominent persons.

Keep your employees informed of everything that's going on. If there's a contest for the public, there should be one for employees, too. If souvenirs or gifts are distributed, be sure every employee gets something, even if only simple, inexpensive gifts. Special recognition should be given to long-term employees during the anniversary period, as well as noted retirees, special customers, outstanding sales representatives, distributors, jobbers and the like.

Don't skimp where mementos and gifts are concerned. These will be kept for a long time and should reflect glowingly on your firm.

As with all gifts or awards, your gestures will be most appreciated when you choose a name that is known and highly respected. Hero's Salute is a perfect example.

When you have need for other types of programs, you'll find the Hero's Salute staff experienced in these areas as well:

- ?? **Sales Incentives**
- ?? **Dealer Incentives**
- ?? **Recognition Awards**
- ?? **Productivity Awards**
- ?? **Business Gifts**
- ?? **Safety Awards**

Let Hero's Salute Help You Plan Your Anniversary Program

Our trained specialists are ready to help you. They will sit down and help you plan your programs and tell you about special ways to customize your gifts. Our consultation service is free and there is no obligation to buy.