

First Eagle Client Engagement Series: Headshots for Graduates

Financial professionals today are facing greater pressure to deliver a high caliber, differentiated client experience. Given the increase in competition, you are continuously tasked with showcasing the value of your services and keeping clients engaged.

First Eagle is committed to help you stand out from the crowd with your clients and prospects. To assist in this effort, we have developed the First Eagle Client Engagement Series. The series will provide various client and prospecting engagement ideas and actionable steps for implementation.

What is the client appreciation opportunity?

Headshots for recent graduates and young professionals

Why this client appreciation event is a good opportunity for growing your business?

- Engage and show appreciation for your clients and their children by providing them the opportunity to get a professional headshot as they enter the work force.
 - Build new relationships with the next generation, expanding your network in a casual, comfortable setting.
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Recommended Execution Strategies:

- **Attendees:**
 - Invite clients and their children. Encourage them to bring friends.
 - **Event Details:**
 - Hire a professional photographer to take guests' headshots.
 - Provide refreshments and food for guests to enjoy during the event.
 - Keep the number of attendees to a maximum of 20-30 people to ensure everyone gets their headshots taken.
 - **Venue:**
 - Professional office, open event space, brewery, private dining room in a restaurant.
 - **Extras:**
 - Offer guests the option for a physical and/or digital copy of their photo.
 - Consider co-hosting with additional professionals in your network.
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INVITATION SUGGESTIONS

Use these best practices to create an invitation for your event. These ideas can be used for email, mail, or phone calls.

- Promote the event by sending engaging, friendly messages
- Include date, time, and location of the event—preferably in writing
- Provide details about what the event entails including what activities will take place and the food and beverages being served
- Give guests a "RSVP by" date and contact details
- Send a calendar invite via email to all attendees who RSVP yes
- Thank all attendees for coming after the event
- Take time to follow up with those who missed the event

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