



7 Ways a Unique Seminar Location Boosts Business

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“When you put out that extra effort to do something in a special location, the impact it has on the growing relationships is profound,” says an article in industry e-zine Horseshmouth. “Go with a theme,” says the writer in her coaching advice to financial advisors. “Figure out how you can connect the theme of your presentation with an upscale, unusual or trendy venue.” For example, Brian Puckett of Brian Puckett Retirement Advisors in Oklahoma City recently held an event for clients and special guests at Coles Gardens. The theme was Cultivating the Good Life; the invitations, food, room décor and table gifts all played on a gardening and growth metaphor. Why did Puckett decide to hold his client update event at such an unusual place? Puckett says he asked his clients “What would be a cool and unique place?” As in many matters, “clients can be your best counsel when it comes to choosing seminar venues.”