
A FEW VALUABLE TIPS FROM OUR WORK OVER THE YEARS:



You can't start planning too early. This is a big undertaking. Starting early will allow you to integrate with your day-to-day business objectives and get a greater return on your investment.



Be smart with your budget. Allocate your spending over your planning and implementation years.



Position for the future as you honor the past. Celebrating 50 or 100 years in business gives you a competitive advantage. Think about it as a strategic opportunity to evolve your business.



Build a centralized plan designed for local implementation. The greatest impact will come from a strong core campaign that can be leveraged by teams around the world.



Strive for 100% employee engagement. Being part of a corporate anniversary is a unique opportunity and a great honor. Spread the joy.



Make it last. Optimize the goodwill that comes from this celebratory moment by sequencing stakeholder activities over time and creating new artifacts and memories that endure.

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