

Firm Open House



Purpose: _____ Location: _____ Date: _____

WHAT/WHY

- Show off remodeled or new office space
- Showcase new technology
- Introduce a new attorney you recently hired
- Chance for your partner's Top 20 to meet your Top 20 & cross-
- Sell celebrate an award or special recognition
- To build know/like/trust and rapport with your influencers

WHERE

YOUR FIRM: Use your conference room to set-up drinks and/or finger foods. Your food and beverages can be catered for a formal effect or home-made if your prefer a casual approach.

WHO

- Your Top 20 List
- Other attorneys
- Staff whom your firm often works with
- Judges
- Bar Officials
- Selected Clients

Your invitations can be written or verbal, made at least two weeks prior to the event. Ask invitees to RSVP at least three days prior to the event so food orders can be adjusted.