

Make Your Corporate Anniversary Unforgettable

Whether your company is celebrating its 5th year in business or its 100th, reaching a milestone corporate anniversary is a major achievement in today's business environment. Not only are anniversaries an opportunity to acknowledge one's legacy, but perhaps even more importantly, to set the tone for continued future success.

However, to successfully get the most out of this milestone, you need to start early and think big! Don't limit yourself to just one event or slapping an anniversary number on your website. Coordinate all aspects of the business to fully capitalize on your anniversary year. Some things to think about:



Throw a Party - Special events are a common anniversary activity and should be designed to be more than simply sharing cake and coffee in the break room.

Write a Book (or movie, or oral history) - Companies like Pfizer and Disney have created books commemorating their rich pasts during their milestone anniversaries. It doesn't have to be an elaborate leather-bound collector's item (although it certainly could be!), but simply published as a PDF on your website. Other ideas might be filming a short web video or interviewing & recording current and past employees' memories.

Coordinate Sales & Marketing Materials - Tie everything printed or electronic together to get out your anniversary message. Annual reports, product spec sheets, newsletters and websites should all have a unified message.

Make News - Anniversaries are the perfect time to use the media to your company's advantage. News articles, magazine features or video releases will promote your brand as well as your heritage.

Leave a Legacy - Plant a tree, donate a sculpture, create a scholarship. It will spread brand awareness, improve your corporate image and foster employee pride.



Involve the Community - Use your anniversary to get involved in the community. Sponsor a float in a parade, open your factory for family tours, donate employee time or money to a local charity. Remind your community that your history is part of their history too.

Show Off Your Stuff - Put your company's achievements on display. Create a permanent display at corporate headquarters, or a small display at the local library or community center.

Be Inventive - If your company manufactures a product, consider making a commemorative version of it. For their 100th anniversary, Grand Marnier created a special centennial liqueur "Centenaire."

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Engage Employees - Pull employees into your anniversary celebration. Survey employees for ideas, hold contests for them to recall historical moments in company history, take a commemorative photo of all employees (perhaps at the same location a similar photo was taken at an earlier anniversary), or create a time capsule for employees to contribute to.



... And Don't Forget the Gifts - Look around any company and you will see the long-lasting power of commemorative gifts with company logos on them. An anniversary is a great way to let employees, customers, board members and valued suppliers know how much they mean to you. Some gifts you don't want to forget include:

- **Promotional give-aways** for customers, vendors, etc. - People love to get free stuff! Use that to your advantage with give-away key tags, bag tags, lapel pins, golf divit fixers or ball marker hat clips, etc. emblazoned with your anniversary logo.

- **Executive gifts** for Board Members or major customers. You want to promote your anniversary at all levels of the company, especially at the top. Some gift ideas might include sterling silver cuff link/money clip sets for the men and bracelet/necklace sets for the ladies, or even men's and ladies' rings with the anniversary logo engraved on the side.

- **Commemoratives for employees** (perhaps given out as gifts at the company holiday party, summer outing or special anniversary party). Gift sets work great for this group as well. Key tag/money clip sets, travel bag tags, and necklace/bracelet sets are all popular employee anniversary commemoratives.

You may want to stop counting your own birthdays, but don't let your company or organization's anniversary slide by without notice. Use your company's milestone to show the world your achievements and put the spotlight on this significant time.

