From: Event Managers Updates
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Updates For Event Creators

Hi,

Hope you are doing well :)

December is near and we have seen many of our customers leveraging the entire December month by hosting events around the festivals such as Hanukkah, Christmas & New Year.

So we thought of sharing our learning from those customers & their events with you so you can also start planning your events around these trends and leverage this festive season.

Here is a list of trends and some event ideas.

December event ideas

Event Ideas Related To Christmas Preparation

If you are into artistic events, cooking events or crafting events, you can create events related to Christmas preparations. Here are some ideas which are doing well.

- You can create workshops for teaching **DIY hristmas ornaments creation**. You also can go by themes i.e. Eco-friendly, Origami, Knitting, Pottery etc.
- You can teach how to **make and garnish Christmas themed cookies and brownies.**
- Crafting wreath at home has become trend now. Events for **crafting wreath at home** can be popular among audience.
- **Customized homemade gift hampers** for loved ones is a whole new trend. i.e; Homemade soaps & creams, Hand-made pots, Gift boxes and cards with pictures, etc. Try out teaching how to make one at home.

- The first thought comes in mind with Christmas is Gifts. You can also teach **innovative and eco-friendly DIY gift wrapping.**
- If you have a unique and different cocktail recepie. Try out teaching **how tomake cocktails for parties** during Christmas.
- Traditional Christmas dishes are loved by all though people don't know how to cook same. Create workshop and teach **How to cook traditional Christmas dishes at home.**
- You can also teach **sainted candle making** at home for Christmas decoration.

Event Ideas For Christmas Celebration

Christmas comes in the last week of December but it is celebrated in the whole month of December specially in the weekends of December.

Here are some ideas related to Christmas celebration events that are doing well.

- **Breakfast with Santa**, a concept which is popular among families with children. You can organize this event at low cost and earn well.
- On Christmas, **Brunch parties** also do well. You need to ensure that you are creating a unique experience for attendees.
- **Christmas mini** is a simple and cost-effective event that you can plan out. You need to set up a themed and beautiful **photo booth** for family photographs and small video sessions.
- **The Christmas market and fairs** are also in trend in last week of December. This event can be a big success in generating revenue if you can plan out a perfect market with a themed and unique ambiance.
- You can plan out **Secret Santa** aside your other events. You can set a price limit for gifts and assign a person to purchase a gift for.
- **The Christmas eve party** with themed decoration and fun activities is a never ending trend.

Look at how other event organizers from your city are leveraging Christmas Trend with their events

Ideas & Themes For New Year Party

There will be so many options for the audience to spend the new year. Making that experience unique, and attracting more customers is in your hand.But you also need to ensure the safety of your audience. You need to plan out in a way you can maintain social distancing. You can go through some tips & safety measures from Covid safety guide.

Here are some unique ideas and tips with which you can ensure best experience and attract more customer:

Ambiance:

When you think of planning a new year evening party, ambiance plays an important role. Here is a list of some unique themes which you can use for your party:

- Classy black and golden theme
- Vintage theme
- Natural theme
- Movies theme
- Bonfire party at its best
- Masquerade Party theme
- Winter wonderland

Fun activities:

You should plan out fun activities that can make your party attraction for the audience. Here are some fun ideas that you can utilize.

- Ask your audience to bring out some noisemakers & then reward the noisiest person.
- Have a tarot card reader at your party.
- Plan out a photo booth and create the challenge to click the weirdest photo and post on social media
- Ask your attendees to write about 2020 poetically, read out some at the end.
- Have some weird awards. I.e., worst dance, a funny expression.
- Plan out some games that can be played by groups, i.e., Murder mystery, Pictionary.

Talent show:

Planning out an exciting talent show will always be a USP for your party. You can invite a band, dancers, magician, comedian, or anyone with an exciting act to perform.

Marketing to relevant audience:

The successful event doesn't end up at just planning an exciting event but you also need to market your event well to attract more audience. You need to make an event marketing plan to reach a relevant audience.

Maximize the ROI of your event marketing budget

Wishing you an eventful December.

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