

# From invitation to impact **How to Host Client Events** that build **Loyalty & Referrals**

with Cindee Potilechio

Client events are one of the most powerful and underutilized ways to deepen relationships, generate referrals and create raving fans for life!



## In this class, you will learn how to:

- Select client events that align with your brand and goals
- Budget, plan, and execute events with ease (even if you've never hosted one before)
- Increase attendance and engagement before, during, and after the event
- Create meaningful client experiences that lead to repeat business and referrals
- Systematize your events so they become a consistent pillar of your business

Come ready to learn, get inspired, and leave with an action plan you can implement immediately.

**WEDNESDAY**  
**FEB 04, 2026**  
**11:00 AM -12:00 PM**

**KW INSPIRE**

407 S 3rd St # 114, Geneva, IL 60134

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