

Fun for All the Family: Find New Customers By Hosting an Outdoor Event

Written by News Feature Team

If you host an outdoor event, you can appeal to families that want to have a day of fun. This is great for businesses that are trying to reach out and find new customers. It's an exercise that will help to get your brand out there, but it's about much more than that. It can also cause people to think more positively about your business, which can only be a good thing.

Choose the Date, Time and Venue Carefully

Outdoor events are always tricky because the weather is so unpredictable. You don't want to choose a time of the year that is most likely to see [poor weather](#). The last thing you want is for your big event to be a complete washout. Other things that you will have to take into account include your audience. If you want to attract young families, you will need to host the event at the weekend, during the afternoon. And the place where you locate your event needs to be spacious enough to accommodate everything you want to put on. Make it accessible to everyone as well.

Put Up Flags, Banners and Signs

You need to make it clear that your event is underway if you really want to attract people. If people don't know that you are hosting a fun day, then they're obviously not going to show up. It's as simple as that. So, put up signs in the local community and make it as clear as you possibly can that you want people to come along and have fun. [Custom flags](#) can help you to grab people's attention. And you should put up as many other signs and banners advertising the date and giving out key information as possible.

Organise Fun Activities and Entertainment

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Next, you need to take care of the most important thing of all. When you are organising a family fun day, the fun activities and entertainment are what matter more than anything else. For young children, inflatables, such as bouncy castles, can be great things to book for your event. You should also hire professionals who can offer strong entertainment. Whether it's a magician, face painters or clowns. You could also add a competitive element to the day by putting on sporting activities. It could be a sack race or a table tennis tournament. Just make it entertaining and cater to all ages.



Get Your Team Involved to Boost Morale

By getting everyone in your company involved in the hosting of this kind of event, you can achieve even more. Attracting new customers doesn't have to be your only ambition. You can also create a positive atmosphere in the office and give [the team](#) morale a bit of a boost. Everyone should have a job to do, and they should all get involved in helping out on the day of the event. By making sure that no one is left out, it will become a real team activity, and people should respond positively to that. Give it a try and see how it works out.