



Infusing Your Clients' Sen5es e-Update

October, 2008

A Holiday party is not just a party - it's an investment

what this event is really about + how you can enhance it

It is creeping up. Christmas cheer and holiday hoopla. Some employees dread going to their corporate holiday event. And, let's face it - it's not something that everyone in an organization loves to plan. The accounting department might even propose knocking it down and replacing it with a cheese basket for everyone, to help reduce its bottom line.

Whatever is being bounced around the water cooler, know that the holiday party is more than an opportunity for executives to gather informally with other staff and vice versa. It is one important way an organization can demonstrate how important its staff is to its success.

The event does not need to be in a fancy restaurant. Finding a separate room at a casual eatery, or having it catered into your office can both work well. The most important element is to plan ahead and add something fun and/or different to the event.

If you haven't already reserved your dining space, time is running out with only six weeks left before December. However, there is still time to develop something special for the people that you work with everyday, whether for a staff of 10 or 300.

The goal is to continue to engage your employees. As the saying goes: a happy employee is a productive one.

Got too many projects on the go and want expert help to get it all together? Infuse Five can help you with planning your holiday bash and creating an opportunity for you to wow your team.

We can do it in time for the holidays and all within your set budget. Get in touch now to learn more, contact us at 613-884-7714 or email sen5es@InfuseFive.com.

PS. If you also want that holiday cheese basket, my personal favourite place is The House of Cheese in the Byward Market, Ottawa, ON (613-241-4853) and they deliver! IF

Do you recall?

Remember last month when I mentioned concerns with using + re-using plastic water bottles? Well it seems that there are camps on both sides of the issue.

Shortly after sending out that e-update I received a few replies. Who knew it could be such a bubbling matter? To get more of the scoop on this topic check out what [The Canadian Bottled Water Association](#), and [the American Plastics Council](#), have to say. You decide.

Quote of the Moment

"If I have seen further it is by standing on the shoulders of giants."

- Sir Isaac Newton

Good day,

So, the big question this month in Canada is, 'did you vote?' It turns out a record low of 59% of Canadians voted this year, the lowest since 1965. The American elections are also just around the corner + that political race continues to heat up TV + cyberspace.

My opinion: whoever wins will essentially need to set a mandate on how to right the ship and it will be an interesting few years.

Marketing + sales departments across North America have directly felt the effects of economic downturns. They were the first to get cut in organizations after the highs of the eighties + the high tech boom of the late nineties. Reducing cost is important but measuring the tools for success + identifying what projects + roles generate revenue are paramount to maintaining market share for both companies + associations.

It reminds me of Aesop + The Goose that laid the Golden Eggs...

Cheers,
Sandra

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IT'S GOOD TO GIVE - PASS IT ALONG...