

# WAKEFIELD & WAKEFIELD

Business Etiquette

*set yourself apart • get an edge*

HOME

OFFERINGS

ABOUT

CONTACT

## A GREAT IDEA: EVENT LOGISTICS EMAILS

I recently attended a networking event that had several great components. The organizer had selected a convenient location, gathered interesting people, and retained an engaging speaker. There was one more move that made the event even better. **The day prior to the event, she sent out a well-organized confirmation email with logistics information.**

**When attending various commitments, I usually prepare myself by sifting through emails to find the initial invitation that may have the time and location.** I ask myself: does the presentation start at 5:00 or 5:30? Then usually I need to track down the address and use mapquest or some equivalent to figure out how to find the place. Is it taking place at the downtown office or another location? And then there is always the question of what the parking arrangement might be. Will I be parking on the street or in a garage? Should I allow myself some extra time to find a spot to park?

**My hostess sent out a fabulous reminder that saved me these many steps.**

Consider doing this courtesy for your guests next time you coordinate a meeting or presentation.

Include the following critical pieces of information in your message:

- topic or purpose of event

### INSIDE THIS ISSUE:

A Great Idea: Event Logistics Emails

How do you want to be remembered?

Supporters and Clients

What people are saying...

### ABOUT US



**Libby Mack Van Vleet** has a background in marketing and administration, and is a certified high school English teacher. She is a

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- date and time
- location with general directions
- parking information, and any special instructions regarding accessing the precise location such as which elevator to use or if there is a guard with whom to check in

**Making event logistics easy for your guests will contribute to having happy and punctual attendees, an essential ingredient for a successful event.**

People will remember!

### **YOUR Business Etiquette Topics:**

**Submit your thoughts and questions to [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).**

**Libby will address your ideas in upcoming issues of our newsletter.**

## **HOW DO YOU WANT TO BE REMEMBERED?**

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

*For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).*

## **SUPPORTERS AND CLIENTS**

*Thanks to all of our fabulous clients and supporters.*

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter

graduate of Colorado College and Chapman University.



**Wake Mack** is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

[www.wakefieldetiquette.com](http://www.wakefieldetiquette.com)  
503-893-9253

### **WISE WORDS**

“Life is not so short but that there is always time for courtesy.”

– *Ralph Waldo Emerson*

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- Perkins Coie LLP - Stephen English, Partner - Litigation
- Washington Trust Bank – Linda Williams, President, Oregon Region

## WHAT PEOPLE ARE SAYING...

“Excellent, practical guidance to avoid embarrassing social mistakes and to maximize the business opportunities created by social interactions.”

*Stephen English, Partner - Litigation, Perkins Coie LLP*

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

*John Chambers, C.P.A., Isler Northwest LLC*

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

*Linda Williams, President, Washington Trust Bank, Oregon Region*

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

*Ray Jordan, President, Ray Jordan, PC*

"There has been a lot of 'buzz' about [your presentation]. People are really interested in the subject, love the positive ways that you present it, and want more."

*Amy Fields*



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