

Birthday guru's top 10 favorite party tips

By Frank W. Price, Founder of Birthday University
www.birthdayuniversity.com

1. Birthday parties are about **EMOTION**. Long lasting memories will involve more human qualities than your attractions.

2. Make sure the birthday child is the center of attention and that everything is designed around him/her. After all...that's the only reason why everyone is there.

3. Eliminate ALL frustrations, including your party team and all the party guests.

4. Personalize the party to the birthday child's favorite music, movie and cartoon characters, colors, sports and anything else they mention.

5. Make everything a **GAME**, from start to finish. Including attractions, party room, waiting, cleaning up and moving around the facility.



6. Ninety-eight percent (98%) of your party complaints will go away if you keep a person with the party from start to finish.

7. Make sure the entire facility stimulates the 5 senses positively. Party Moms don't care if they are the last party of the day, everything should sparkle.

8. Marketing parties is easy. Eighty-five percent (85%) of your parties will come from word of mouth. Do great parties and marketing takes care of itself.

9. Load your party packages with perceived value, especially that which eliminates frustration, creates convenience and better the result. Then charge for it. Intangible value is always the best.

10. Take care of Mom. Whenever unsure, ask party Mom's permission. This way you can never be wrong.

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