

**nuveen**

A TIAA Company

Generation n

*Events to engage*  
**the next generation**



A practical guide for planning events  
to initiate and strengthen relationships  
with your clients' children

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*A thoughtful event strategy can bolster your efforts to retain wealth-transfer assets by engaging the family members of your existing clients.*

*Following are some sample events for engaging the family members of your existing clients and the specific goals they can help you achieve.\**

GOAL	EVENT	FAMILY MEMBERS TO INVITE
Position yourself as a resource for building financial literacy	 <b>Present a virtual or in-person educational seminar</b> Making the most of employer-sponsored retirement savings plans	Recent college grads or those new to the workforce
Initiate personal relationships	 <b>Take the whole family to a minor league baseball game</b> If you can, arrange for children to throw out the first pitch or run the bases.	Young(er) children and their parents
Create multiple trusted connections between whole families and your team	 <b>Arrange a volunteer painting or clean-up day</b> Consider starting the day with a short presentation about preparing the next generation to manage family wealth	Everyone

\*Check your firm's gifts and entertainment policy prior to scheduling events.

# Get creative

When it comes to events, the possibilities are nearly endless. You could implement any of the following ideas — or use them for inspiration to create your own.

## Choose — or invent — a holiday for a gathering:

- Summer clambake or barbecue at a park
- Grandparents' Day multi-generation party
- Halloween Trunk or Treat party at your office where kids collect candy from decorated cars

## Hire someone with specialized expertise and offer a unique experience:

- **Jewelry designer** for a theme party focused on turning inherited gems into new pieces
- **Antique expert** for your own version of Antiques Roadshow
- **Palm reader** for a fortune-telling party
- **Golf pro** for a weekly group golf class
- **Photographer** for professional family photos during a hayride or apple picking
- **Wine expert** for a global wine-tasting party



Organize tailgating at a college football game



Host your own golf tournament or plan a *Top Golf* event



Reserve multiple lanes at a bowling alley for a bowling party



Rent out a local art gallery for a cocktail party



Hire a food truck to come to your office or house for a dinner party

# Add the education element

*Most events can be structured to include some investment or financial education. For example, at a wine tasting, you could provide a market update on each country represented. Or you could make education the event focus.*

## **Some examples:**



### **Offer to host a family meeting at a restaurant and lead a discussion on:**

- Defining the family's philanthropic purpose
- The power of compound interest



### **Invite clients' children to shadow you at work to learn about financial services**



### **Partner with a local specialist/speaker to host an educational seminar on:**

- Deciding which college is right for you
- Building your credit rating
- Negotiating with a car dealer
- "I do's and don'ts" of pre-nuptial agreements
- Opportunities and obstacles of crypto currencies
- Getting started in art collecting
- Planning a meaningful and memorable family vacation
- Spotting early signs of dementia
- Supporting aging parents



### **Rent out two theaters in a multi-plex, one for kids one for adults. Have food/drinks in the lobby. Before the films start, present a mini educational seminar on:**

- Budgeting 101: assets and liabilities
- How 529 plans work



### **Present an educational seminar to clients and their adult children at a museum while a docent takes the kids on a tour**

**For additional educational event ideas by age cohort, please see Nuveen's family wealth curriculum.**

# Be strategic

*By looking at event planning through a strategic lens, you can not only forge new connections, but strengthen relationships on both sides of a wealth transition.*

*Following a few key steps can help you create events that will help you achieve your goals:*



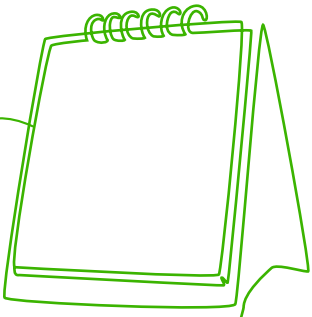
## 1 Articulate your goal

Before you start to plan an event, take a moment to think about what you want to accomplish for yourself and your team, e.g. position yourself as a resource for advancing financial literacy.



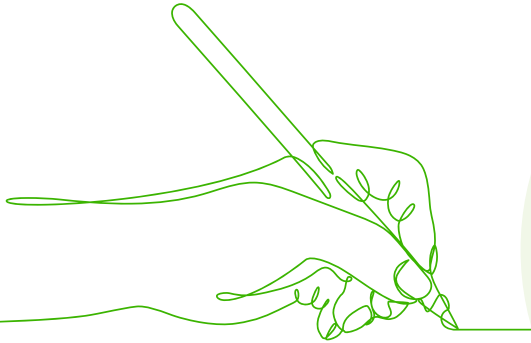
## 2 Identify your audience

Ask yourself which ages of children and what size group you would feel most comfortable engaging with, e.g. a large group of recent grads or 20-somethings who are new to the workforce.



## 3 Choose the event

Narrow in on an activity that you would enjoy and that will facilitate making meaningful connections with the people you most want to reach. You might also poll clients about which events they and their children would be most interested in.

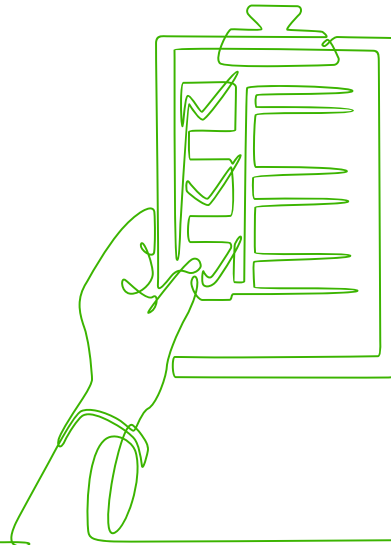


## 4 Assess your resources

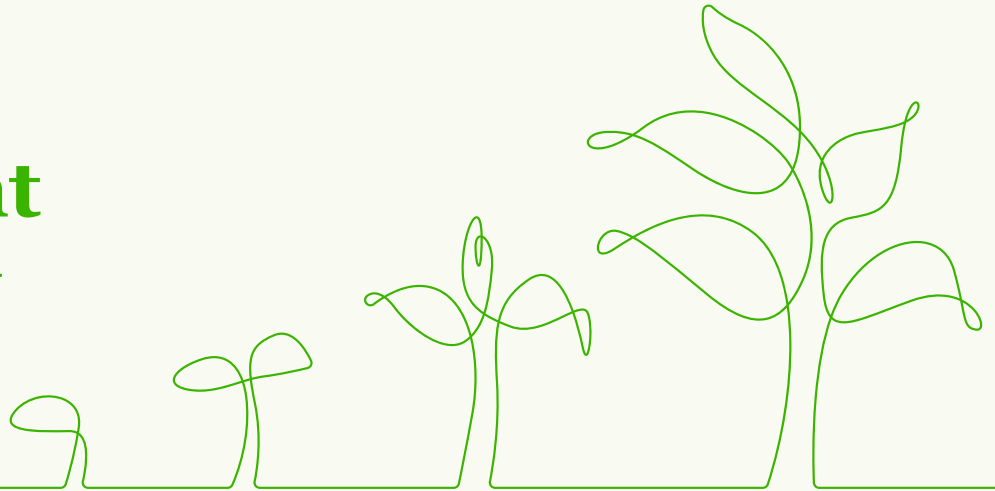
Consider how much time, effort and money you and your team can spend on event planning. Some types of events will require a larger investment than others to implement even once, let alone maintain over time.

## 5 Plan for what's next

Don't wait until after the event to think about how you'll follow up. Create a communications plan aimed at building on the initial interactions to develop ongoing relationships. The easiest plan to implement will align with your team's usual prospecting engagement model.



# Implement effectively



No matter which event you choose, it's critical to execute it well. That means planning out what you'll do and when you'll do it.

Below is an example timeline.

## SAMPLE EVENT

Present an in-person educational seminar on making the most of an employer-sponsored retirement savings plan to recent grads and those new to the workforce

## Before

**3 – 6 months before**

Contact a retirement plan specialist to be the presenter and find an agreeable date

Secure the event space and determine maximum number of attendees

**6 – 8 weeks before**

Put together your invitation list, determine invitation format(s), RSVP deadline and whether invitees can bring a guest

Start mentioning the event during regular meetings with clients and offer to send invitations directly to their kids via text or email

**4 – 6 weeks before**

Create and send invitations to clients and/or their kids. Include event description, date, time, venue name and address, as well as your contact information

Arrange for food and drinks

**2 – 4 weeks before**

Have a prep call with the retirement specialist to plan the presentation

Determine each team member's role

**5 days before**

Send a reminder email to all invitees

## During

### Greet everyone

Aim to ensure each attendee has a conversation with at least one of your team members

### Collect contact information

Have a sign-up sheet to collect email addresses and/or mobile numbers

### Do a give-away

Give each attendee a book about retirement planning

## After

### The next day

Send a thank-you email to each attendee: include links to additional resources (preferably on your own website), let them know you plan to follow up, offer that in the meantime they can reach out with any questions

Send an email or note to the client (parents) of attendees to say it was great to meet their kids and that you look forward to being a resource to them in the future

### 1 – 2 weeks after

Add all attendees to your customer relationship management system as well as distribution lists for any appropriate mailings, such as your quarterly commentary or newsletter

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