Elevate your experiences with tone.

Plan to include:

**Lighting and Decor** – Visual ambiance
- Natural lighting as much as possible. Sunlight energizes people;
- Candles which provide a warm intimate atmosphere;
- Fresh flowers which make a room feel more alive.

**Sound & Music** – Works in subtle ways to bring ambiance
- Music which fills a space that otherwise feels too big;
- Inclusivity – for Hispanics music is a warm welcome.

**Food & Drink** – A little investment will inspire gratitude and delight
- Finger foods that promote a cocktail party feeling (not a cafeteria);
- A local feel. People appreciate locally brewed beer and local favorite foods.

**Language, Branding & Personal Design** – Help us get our point across
- Optimism;
- A younger image in photos and publications;
A Lead with substance about what your REA has to offer.

**Dress & Uniform** – Your dress and uniform creates a first impression

- Approachable attire – wear clothes you feel great in and that make you look approachable. If you are the host, don’t dress too formal;
- Nametags.