

## ✓ Checklist for Tone

- Lighting & decor
- Sound & music
- Food & drink
- Language, branding & visual style
- Dress & uniform



**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.