

# 6 TIPS TO START PLANNING YOUR COMPANY'S ANNIVERSARY

Your company's anniversary is coming up, and you've been thinking about how to showcase your unique history.

Here are some considerations to help you start planning your celebration.



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## WHAT STORIES ARE WORTH TELLING?

Sometimes, these answers are obvious. Yes, definitely include that time NASA used your products to get to the moon or that time the Beatles toured the facility. There are likely other, lesser known stories worth sharing, too. Highlight people and events that forge connections between your company and your customers.

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## WHAT THEMES SHOULD I FOCUS ON?

Corporate websites and exhibits don't have to be chronological. Organizing your story around themes or ideas instead can help shape content in original ways. It will give your audience a sense of your values and culture. Themes like innovation, customer service, overcoming adversity, and community investment are powerful storytelling vehicles.

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## WHAT HISTORICAL MATERIALS DO I NEED?

Do you have a closet full of old records? Many organizations have historical records that shed light on the past. You may not have a treasure trove of printed material, but you may have team or board members with memories to share in an oral history interview, a collection of products from years past, or materials donated to a library or archive.

## THE PROCESS AT A GLANCE



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### WHO DO I WANT TO REACH?

Are you interested in sharing your history with potential investors or clients? Or are you celebrating your story with people who have been there with you from the beginning? Perhaps both. Identifying your audience will help shape which stories to highlight and what platform you'll use to share it.

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### HOW SHOULD I SHARE MY STORY?

Do you have an active following on social media? Is there a place in your corporate headquarters where you could stage an exhibit? If you're looking to reach a wide audience, social media or an online exhibit or timeline might be ideal. If you regularly host visitors, consider an onsite exhibit or a tour enhanced with historical content and interactives.

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### WHAT IF I HAVE A LIMITED BUDGET?

Corporate histories are scalable. If you don't have the funds for a book or corporate exhibit, consider smaller yet significant ways to leverage your company's past. An interactive timeline or history page on your website might suit your needs. A series of thoughtful social media posts can also highlight accomplishments and build your brand's reputation.

## CONTACT THE EXPERTS

### OUR SERVICES INCLUDE:

- Historical research
- Oral histories
- Book writing
- Content assessment
- Interpretive and heritage planning
- Content, media, and digital storytelling
- Exhibit, timeline, and interactive development
- Archives and information management

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