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Corporate Event Guide

Rationale	Why are you holding this event? Seems simple but essential that you invite the relevant people and make the content of the day appropriate and enjoyable for them.
Feedback	Feedback can be useful to measure the impact and result of the event. At team-action we provide a variety of evaluation methods to suit your requirements.
Budget	Know your budget! Ensure you consider the following: <ul style="list-style-type: none">• Venue hire• Cost of the activities or entertainment• Catering• Travel costs• Any overnight accommodation needed• Prizes/promotional items• Speaker's fees
The Event	Find out details of what your venue offers and arrange a visit if required. Consider facilities including: <ul style="list-style-type: none">• Numbers that can be accommodated on your chosen activities• Disabled access in relation to facilities and activities• Catering – including provision for special dietary requirements• IT facilities and other on-site resources you require• Parking
The date	<ul style="list-style-type: none">• Ensure that there are no clashes with: internal meetings and other local or national events.• Decide on your preferred date including definite start and finish times allowing for the practicality of everyone getting to the venue and returning home at a reasonable time.• Have a reserve date in mind should your venue or activity not be available.
The people	<ul style="list-style-type: none">• Invite all attendees at least 6 weeks prior to the event including travel information and draft agenda.• Include a method of response to keep track of numbers attending.• Confirm final numbers a week before and let your venue know including your final catering requirements.• Send attendees final agenda and travel details.
Planning	<ul style="list-style-type: none">• Draw up a list of tasks/responsibilities and set dates/deadlines and create a project plan.• Arrange planning meeting/s with people involved and communicate what is expected of them.• Keep your venue organisers updated of any changes or additions to your event.• Regularly review the plan to ensure things are on target and add new elements as and when appropriate.
On the day	<ul style="list-style-type: none">• Make a checklist and schedule with timings for the actual day.• Distribute this to all those who are assisting prior to the event.• Put together an 'event toolbox' containing supplies of any promotional materials and resources needed.
After the day	<ul style="list-style-type: none">• Arrange debrief for staff to evaluate the day and future events.• Arrange follow up activities in relation marketing or publicity opportunities