

# Corporate Event Planning

This playbook describes the procedural steps for planning a successful staff event or get-together to ensure positive morale, adequate food and activities, clear communication, and overall enjoyment for all attendees.

## Step 1: **Define Objective**

Determine the purpose of the event, be it a celebration or a casual team-building gathering. Establish the goal and name the event accordingly.

## Step 2: **Set Budget**

Consult with the executive team to establish a budget for the event. This will determine the scale of the venue, food, and activities.

## Step 3: **Choose Venue**

Select an appropriate venue based on the objective and estimated headcount. Confirm its availability and choose a date that aligns with it.

## Step 4: **Plan Activities**

Decide on the types of activities and entertainment that will be provided during the event, ensuring a mix that supports mingling and fits within the timeline.

## Step 5: **Arrange Food**

Plan for food and catering, taking into account various dietary needs such as gluten-free, vegetarian, vegan, and kosher options.

## Step 6: **Send Invitations**

Communicate details of the event with the team through formal invitations or calendar invites, specifying if families are welcome, and include RSVP instructions.

# **General Notes**

## **Consider Weather**

If the event is outdoors, have contingency plans for bad weather.

## **Dietary Needs**

Survey the team for dietary restrictions ahead of time to ensure inclusive food options.

## **RSVP Tracking**

Use a reliable system to track RSVPs and follow up with attendees for accurate headcount.

## **Post-Event Feedback**

Consider sending a post-event survey to gather feedback for future events.