

STBONAVENUE

Your Corporate Event Planning Checklist

A well-planned corporate event brings people together in creative ways and leaves a lasting impression.

Whether you're holding a trade show, gala, board meeting or award ceremony, engaging and inspiring attendees is a significant undertaking filled with countless little details. To ensure your corporate event is set up for success, we've made an easy to reference checklist.

PRO TIPS:

KEEP GUESTS MOVING!

Staying in a single room for too long gets stale, quickly.

KEEP GUESTS FULL!

Hungry/thirsty attendees will be less engaged and enthusiastic.

KEEP GUESTS ENGAGED!

Use lights, music, audio, video, and interactive exercises to your advantage.

8-12 MONTHS OUT

- Set event goals and desired outcomes
- Establish a ballpark budget
- Choose a date
- Choose a locale and venue
- Select a format and theme
- Create your guest list
- Research speakers
- Begin sponsor search

3-4 MONTHS OUT

- Finalize your speaker(s)
- Organize your financials
- Create a branded website
- Send invite to attendees
- Promote your event
- Determine appropriate room setups
- Determine if additional equipment rentals are needed
- Finalize catering menu
- Finalize A/V package
- Draft an event schedule

2 MONTHS OUT

- Send reminders to attendees
- Complete last-minute promotion

THE WEEK BEFORE

- Finalize the event schedule and script
- Provide final count to venue and caterer
- Update budget sheet with final expense tally
- Make any necessary updates to attendees