

How to Choose Your Corporate Event Theme

Choosing an event theme can be just as important as choosing the location, vendors and venue. A strong event theme adds an element of excitement, builds community and reinforces your brand through a unique experience for your attendees.

Here are some tips to help you narrow down your choices:

REVIEW YOUR EVENT GOAL(S)

Does your theme align with the key messages, lessons, or ideas you'd like your guests to walk away with?

CONSIDER THE TONE OF YOUR EVENT

Does your theme reflect your company's culture and brand?

Does your theme match the overall spirit of your event?

- Formal and congratulatory
- Casual and fun
- Social and festive

DEFINE YOUR AUDIENCE

Who will be attending your event?

- Employees and their families
- Employees and a plus one
- Only employees

What do they value? Will your theme align with their expectations?

Will your guests be able to participate as needed in your event's theme?

CONSIDER THE DECORATIVE NEEDS

Will your theme require additional decorations to be brought in for the venue?

Does your theme and its unique needs align with your overall budget for the event?

CONSIDER SEEKING EXPERT HELP

Would your theme benefit from the experience and guidance of an event management team?

Does your budget allow for additional expertise to be brought in?