



How to plan a corporate event step-by-step

LET'S GET STARTED!



Corporate event pre-planning

- ✓ **Step 1:**
Download the corporate event planning checklist (link)
- ✓ **Step 2:**
Outline the goal of the event. Include tips on how to decide on event objectives
- ✓ **Step 3:**
Research your audience
- ✓ **Step 4:**
Brainstorm ideas/decide on a theme or format
- ✓ **Step 5:**
Determine a maximum budget
- ✓ **Step 6:**
Set up a timeline
- ✓ **Step 7:**
Assign project management responsibilities



Corporate event planning: before the event

- ✓ **Step 8:**
Detail the event programming and content
- ✓ **Step 9:**
Find the right venue. Include tips on what to consider when researching venues essentials
- ✓ **Step 10:**
Coordinate logistics for travel, lodging and food. Consider remote logistics
- ✓ **Step 11:**
Customize your venue space. Include links to product pages e.g. [tablecloths](#)
- ✓ **Step 12:**
Book event staff and guest speakers
- ✓ **Step 13:**
Launch an event marketing campaign. Tips for marketing tools and channels
- ✓ **Step 14:**
Develop event-day resources
- ✓ **Step 15:**
Rehearse



Corporate event planning: after the event

- ✓ **Step 16:**
Send [thank you cards](#) to speakers, staff and vendors
- ✓ **Step 17:**
Gather feedback from attendees
- ✓ **Step 18:**
Evaluate success/measure attendee engagement. Tips on how to do this
- ✓ **Step 19:**
Catalog learnings for the next event

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