

Corporate Event Planning

Corporate events cover a wide variety of events organized for the enterprise. They aren't just formal events that people attend in stiff collars; they also include events meant for socializing and increasing team spirit. Corporate events include meetings, fund raisers, award dinners, client incentive events, golf outings, company outings, recruitment events, grand openings, commemorative events, social celebrations, sales events, hospitality events, tours and charters, specialty trade shows, themed events, retirement parties, corporate retreats, company picnics, seminars, conferences, destination management, open house events etc.

These corporate events will fall flat if there is a lack of planning. It is not possible for an employee of a corporate to plan an event while juggling with his job requirements. Unless there is a person who is enthusiastic to take the plunge and plan an event for his company, there will hardly be anyone who will happily shoulder the task. Instead of messing up the whole occasion, it is best to leave the task to professionals.

Corporate event planning professionals make sure you get the best and the most suitable service according to the occasion. They know exactly what is to be done and how. Imagine hosting an outdoor sporting event. Chances are that you will be completely unaware of where to start from. A corporate event planner will be the ideal person to contact in such a case. He would know which sports are to be organized, where, when and how many and which type of people are to attend the event.

Corporate event planning includes booking the appropriate venue, deciding the theme of the event, arranging the transportation, entertainment events, games and ice-breakers, hiring event stylists, hire equipment, promotional supplies, caterers, menus, audio-visuals and lighting, photographers, event managers, event staffing, corporate incentives etc. Corporate event planners have their network of service providers who take care of the different aspects of the event. These planners outsource their specific requirements to professionals. An event managing company will have tie-ups with caterers, flower shops, hotels, restaurants, furniture hire shops, sports clubs, entertainers, and photographers etc to do the needful. These planners hire the services of different professionals according to the budget and requirements of the events. In case any service provider fails to complete the order, the corporate event planners shall have enough standby providers to make up for the loss.

The key to successful collaboration with an event planning company is communication. Be clear about what you want to event planning company to do for you, the requirements of the events, the budget, the number of guests expected and the type of guests expected. Make sure that all the details are given to the event manager. Besides follow-up with the arrangements being made, make frequent checks and ensure that you are being delivered what you are paying for.

An even planner is not completely indispensable. Small parties can be arranged by the employees themselves. For this, the best tip anyone can give you is to involve as many people as possible. This ensures that you have the least chances of going wrong. Nonetheless, one person should be in-charge of giving out the instructions and ruling the roost. The best way to go about arranging the event is planning the requirements of the event and the sequence while keeping in mind time and monetary constraints. Making a list of the things to be arranged, people to be contacted, deadlines for orders, tasks given to your colleagues etc comes next. Then search for the service providers and make the necessary phone calls and surveys. Crosscheck with the providers off and on. Do not forget to arrange for standbys. Distribute responsibilities on the day of the event as well and keep a close check on each event.

It is very important for you to know what you are capable of. If you feel you can arrange a corporate event go ahead and take the plunge, else hire a corporate event manager to do the needful, lest you should risk you job!