

# HOW TO MAKE AN UNFORGETTABLE EVENT?



# Checklist: Corporate Event Planning

From trade shows, conferences and product launches to workshops and team-building events – your company likely holds a various corporate events each year. And the new, post-pandemic reality is that **events have become more complex**. This includes hybrid events that combine in-person with virtual, online components.

So **how do you maximise the ROI of your corporate events?** Well, InviteDesk helps you do exactly that. To make your planning process easier, we've compiled a corporate event planning checklist that will help you stay on top of it all.

## Your Corporate Event Planning Checklist ... for wildly successful events!

At InviteDesk, we know from experience that detailed planning is paramount, especially in this 'new normal'. So to help you maximise the return on your events and to make sure your most valued guests will be there, **we've developed this handy checklist for you to use when planning your next event.**

## 1. Establish your event goals and objectives (and agree on them)

That's the first order of business, because it guides the rest of your planning, decisions, communication and involvement from colleagues. **What do you want to achieve with your event?** Are you thinking of introducing a new product? Are you looking for new prospects? Or do you want to reinforce the relationship with your clients?

Regardless of your plan, make sure you decide on the following:

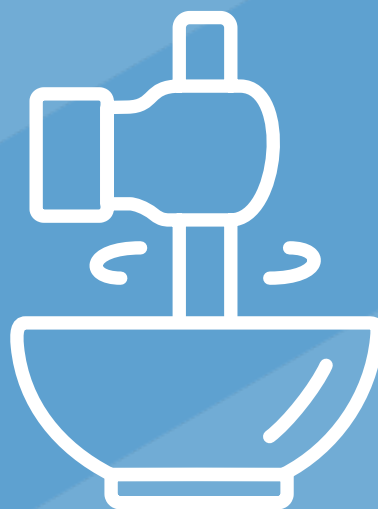
- Determine your **goals**. What do you want to get out of this event?
- If you have different goals, think about which ones you'll **prioritise**.
- Ideally, specify and explain them using the **SMART** principle.
- Inform**. Make sure that all stakeholders involved are aware of these goals and agree on them.



## 2. What's the recipe for a great event? The right content for the right guests!

With goals and objectives in mind, **determine your event's content and how to present it to your audience.** If the audience matches your content and vice versa, this will subsequently give you a better conversion on your leads.

- With your objectives in mind, **define your (ideal) target audience.**
- Decide on a **theme and/or title** that fits your objectives and sounds appealing to your ideal audience.
- Define the content to fulfil your objectives and make sure it matches (or surpasses) the **expectations of your audience.**
- In doing so: **"Think big"**: how can your event become 'a memory for life'?
- Prepare the **target-audience briefing** for your sales team.
- Make sure you **fully brief all of the team members involved in the invitation process.** They need to know the type of guests you're after and how this corresponds with your content and goals.



### 3. Choose the date (and venue) for your event

You're aiming to make an impact, of course. So **when is the best time to host your event** in order to achieve the best results?

- When are your participants most available?** Consider holidays and competing events on the calendar.
- Can you **take advantage of a special time of year**, or an anniversary, in your sector?

Remember to think about **your venue**, too.

- Determine **the type of event** (in-person, online or hybrid) that will best serve your audience and objectives. Carefully consider the pros and cons of each type of event.
- What venue will help you host the number of people you're planning to invite (and impress)? **Think about capacity, location, equipment, etc.**
- Which technology will you use if you go virtual?

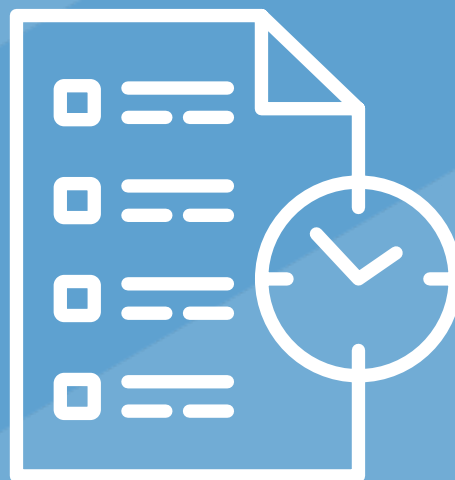


#### 4. Prepare and schedule your event activities

This is where you map out **the order of your activities and communicate with your suppliers.**

Make your event a work of art by arranging your activities like colours on a canvas. In communicating your schedule with external parties, ensure timely coordination and take into account any holidays or delays.

- Finalise your **list of speakers.**
- Work out the program.** Organise who will speak when and for how long. Will you have plenary speakers?
- Map out your **communications flow.**
- Coordinate with event suppliers:** catering, equipment, booth construction, etc.
  - Also, if you choose to run an online or hybrid event it might be worth checking for partners that have the right experience and equipment to take your event to the next level.
- Brief your suppliers about the timing** and the key aspects of their product and delivery.
- Whatever you do, **schedule your event so things will move quickly and smoothly.** This will help maintain the excitement of the event.



## 5. Getting the guests you deserve with a tight communication plan

Offer your audience a **professional experience from start to finish**.

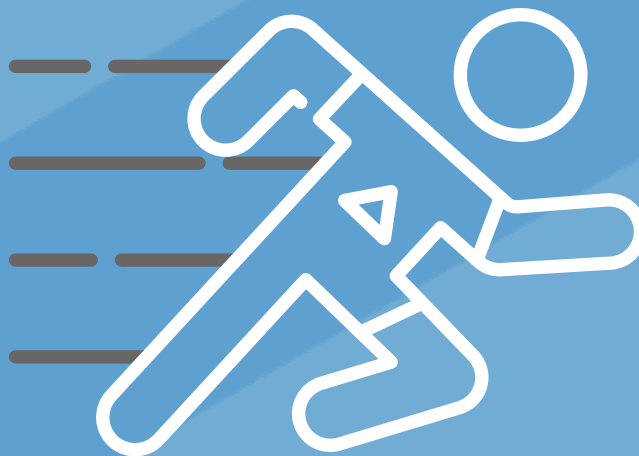
InviteDesk's software lets you set up the entire communication flow – invitation, reminder, confirmation, pre-event communication, thank-you email, etc. – in just a few clicks.

- Define **how and where you will reach your target audience**. Think about all media. For example:
  - Email**: do you have enough data, is the data cleaned?
  - Social media**: personal and/or commercial advertising?
  - Personal invitations** by sales.
  - Etc.
- Think about how you will **monitor and follow up on registrations and guest quality**. After all, you don't want to be making last-minute calls to make sure the right people will show up.
- Prepare a full retro-planning**: Will you send a teaser or a 'Save the Date' to announce the upcoming event? When will you send the teaser? What about the scheduling of your invitation emails and reminder emails? Etc.
- Remember to **add relevant internal communication** as well in your retro-planning. For example: a moment to debrief with sales and management on the status and progress).
- Keep your audience excited**: communicate before and after the event.
- Decide **what tool to use for communication**, as you will want to make your audience feel like VIPs. Communicate in a timely and personalised manner, using consistent branding.
  - With **the InviteDesk software**, you can easily select the appropriate brand, style and personalisation to effortlessly add a professional finishing touch to your invitations.)
- Prepare your **event follow-up** and your post-event emails – this can win you new customers!

## 6. Always (!) organise a dry run

This step is your event's dress rehearsal. **The dry run points out any logistic glitches in your event and points out what content needs more definition or better timing.** Although your dry run moves quickly, be sure to include every element of your event!

- Invite all speakers and staff to be involved in your dry run.
- When using technological features, don't forget to test these ahead of time. Testing on the day of the event might be too late.
- Check the performance of any event managers or coordinators: are they fully prepared?
- Do all team members have the tools they need?
  - With InviteDesk, real-time information is accessible to team members on their mobiles. This helps the process to run smoothly and keeps everyone informed on the big day.
- Be careful not to micro-manage. The dry run ensures that the overall event will run smoothly. Fine details can be handled – even creatively – according to how the live event unfolds. Things may or may not go wrong, but if you do run into issues, stay calm, take note and take action in order to avoid the same problems next time.





## 7. The event is just the beginning

When the doors close or the webinar ends, it doesn't mean all work is done. On the contrary: **the success of an event often depends on the following activities.**

- You will want to:
  - Send out the thank-you-emails;
  - Share the recordings;
  - Follow up on presentations;
  - Deliver any other relevant material you might have promised to your guests.
- Prolong the event experience with an after movie of footage taken at the event.
- Make sure the sales crew follows up after the event based on what you agreed earlier.
- Make sure all relevant data about your guests is stored (in line with GDPR, of course) so you can use it appropriately in sales or for future events.



## 8. Take the future into account: conduct a thorough evaluation of your event

Surveys help you **evaluate** the event, **monitor** event performance over time, and **collect** information about your customers and their interests to improve your event marketing and make it more targeted.

For maximum results, make sure to follow these steps:

- Survey your participants about how they experienced your event. In particular, **gain insight into their preferences by listening to their suggestions**. This will provide you with new ideas that you can apply to future events.
- Hold an **event evaluation meeting soon after the event**, when everything is still fresh.
- Determine **the strengths and weaknesses of your event**. How will you overcome the same obstacles next time?
- Struggling to get the right input? **Software makes it easy to gather feedback via surveys or polls**, along with insights from real-time data, such as (non-)attendance.



## Prepare yourself for innovative event management

Event organisation is a profession in its own right. It's well worth relying on some expert assistance. We've developed this indispensable Event Planning Checklist from our experience in sales, marketing, management ... and events!

And accordingly, we've also developed a special event management software. Unique on the market, **InviteDesk is a hassle-free event platform that enables your marketing and sales teams to work together more efficiently to host impactful events.**

You can use our software to invite the right participants, engage them, and turn them into value for your business. For in-person, virtual, and hybrid events.

Request your demo now and see what our software can do for you.

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Or check out our website [invitedesk.com](https://invitedesk.com) to read our blog for further tips and tricks.