



# Five Tips for Corporate Event Planning Success

By Claire Catliff, Founder of Love Luxury Events

## Five Tips for Corporate Event Planning Success

Hosting any type of event can feel nerve-wracking. There are so many things to consider and boxes to tick, and there will always be unexpected challenges along the way.

The global Covid pandemic has added further obstacles and with ever-changing government guidelines, there are new things to take into consideration if you are looking to plan and deliver a successful event.

During my 30 years' experience in the luxury hospitality industry, I have tackled pretty much every scenario there is in business to business event planning. Knowledge is power, and my professional approach ensures I always deliver a stress-free, successful event for my clients, and I hope you find my hints and tips useful for your next project.

Even better, why not think about working with an Event Maker? As a bespoke events company, Love Luxury can inspire you with ideas to create, design and deliver an event to your unique specifications. This frees up your time so you can run your business, and still enjoy your company taking centre stage on the day.

Happy reading!



### 1. Purposeful Planning

The crucial first step to arranging any type of event is to decide what you want from the day and what you are trying to achieve. It is fundamental you decide from the start what your desired outcomes are, and how you propose to evaluate the event's success. Whether it is a glossy launch for a new product or service, a B2B Expo, a high-end CEO dinner, or an informal staff team builder, your objectives will inform every aspect of the rest of the event plan.

#### *Why Hire an Event Maker?*

Choosing what style of event to go for can feel daunting, presenting a stumbling block before you even begin! By working with an Event Maker, you can benefit from their wealth of experience across a range of events. You can feel confident they will deliver the result you want and support you with Covid compliance, while ensuring your company looks great. An Event Maker can suggest options you may not have even considered before, enabling you to think outside of the box.

## 2. Consider a Style

Although not appropriate for every occasion, a style or a theme can work wonders in giving your event focus and helping to guide your planning. If chosen correctly, a theme can also make your event memorable for your guests, while strengthening your message or brand. But beware - you must be consistent. From the invitation design and dress code to the choice of cuisine and entertainment, every element of the event must be considered in relation to the theme.

### *Why Hire an Event Maker?*

With so many options and opinions, it is easy to get bogged down with the details and it can be tricky to decide on, and stick to, a plan. An Event Maker can provide clarity and inspiration on what theme will work best for what you want to achieve, and source every detail to make your vision a reality. They will be in touch with the latest trends and ideas, so your event's theme will be current and relevant to the corporate market.



## 3. Setting the Scene

Guests expect to be taken care of these days and your venue choice will be judged as soon as your invite hits their Inbox. Is the location convenient in terms of travel costs? You must also check the practicalities - does the venue have capacity for the maximum number of guests invited? What are their Covid Policies? Does it have decent WiFi connectivity and A/V equipment? Is there overnight accommodation available, if required? And then there is the catering. Can you work with an on-site team or will you need to source an outside crew?

### *Why Hire an Event Maker?*

It's highly unlikely that you will have encyclopedic knowledge of every venue in your area. You can spend many hours checking out locations and meeting event managers to discuss your requirements. An Event Maker will save you time and money as they will identify the perfect venue for you. It's their business to know a range of quality venues to cater for a variety of events, and they can make sure you have the best options for your guests. An additional bonus is that Event Makers are aware of new hotel openings and re-brands, helping you stay ahead of the pack in terms of brand-new spaces.

## 4. Beware of Budget

The success of an event is fundamentally linked to its financial management, and it is crucial that you set your budget early on and stick to it. Mis-managed costs can lead to the event being cancelled or worse case, put a strain on your business' bottom line. Make a list of all the necessary items you need to make your event happen and review it constantly as you begin to confirm expenditure. Remember to build some contingency within your budget, to cover any unexpected eventualities, such as changes in Covid measures or weather/travel disruptions.

### *Why Hire an Event Maker?*

Balancing the event's books while taking care of the day to day running of your own business is no easy task. If you choose to work with an Event Maker, you can state your budget at the initial planning stage, and it will be set in stone. Event Makers are experienced at working within the finances available and will ensure any expenditure is approved, while removing unnecessary costs. They will also be able to advise on any necessary insurance requirements.



## 5. It's Who You Know

Following on from the previous tip of setting a budget, it is surprising just how many people it takes to deliver an event. Aside from the obvious such as catering teams, hotel staff and entertainment, you may also need to find keynote speakers or additional administration staff to assist with bookings and help on the day. Well-regarded public speakers get booked up months in advance, so plan as far ahead as possible. In the current climate, the same is true for venues with a good reputation for hosting corporate events, so be prepared for limited availability.

### *Why Hire an Event Maker?*

Unless you have a little black book of contacts up your sleeve, you will spend a lot of time (and therefore money!) researching and booking every additional person you need to make your event happen. An Event Maker has connections across the industry and can source anyone you require, while also recommending preferred suppliers who will do an outstanding job. An Event Maker can also negotiate decent rates as they know and work with many different contacts and venues every day. They can often open doors where you may find them closed.

## To Arrange Your One Hour Complimentary Consultation...

Call Claire on 07821 875 864

Email [enquiries@loveluxuryevents.co.uk](mailto:enquiries@loveluxuryevents.co.uk)

Visit [loveluxuryevents.co.uk](http://loveluxuryevents.co.uk)

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