

5 tips and tricks for executing a successful corporate event

[Business](#)



To launch a successful event, you must have intelligent planning and execution. The success of the event lies in the details. Although, when those details aren't met, it can also become the event's undoing. Well-executed events serve as great PR exposure for businesses. It is essential that the event that is being conducted is dynamic, leaves a positive impression with attendees and generates buzz that positions the business brand at the front of mind for any attendees and future business prospects. To give your business the best chances to succeed with any future events, they should follow the 5 tips provided below.

Determine the objectives of the event

The business will need to establish the goals and outcomes they would like to achieve from conducting the event. Ultimately, the event should allow the business to reap financial rewards in the form of sales or new client referrals. Your business may even seek to use the event as an income stream from ticket sales.

People will attend your event to benefit from:

- The experience that you are showcasing.
- Revealing information to them, such as a new product or industry learnings.
- Compelling a community to contribute to a cause, such as a charity event.
- To recognise the achievements of people or organisations, such as an awards night.

Consider what type of function you are going to host

There are several types of events that you can host to attract attendees.

These include:

- Conventions
- Conferences
- Workshop
- Business breakfast
- Meetings
- Business lunch
- Business dinner
- Fund raising gala
- Awards event

Staff your event well

You don't want to be running around your event like a chicken on the loose.

Hire event staff that can manage specific tasks at the event such as catering, cash handling, seating arrangements, guest management and event scheduling. Essentially, you should act in a project management or coordination role rather than trying to execute every task at the event yourself.

Make good use of promotional products

At the event, you want to promote your business's brand profile so it can be recalled easily by attendees in the future. The impression that you make on the attendees will be crucial to making your business remain at the front of

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their mind, to win you more business opportunities in the future. Promotional product items like pens; bags, mugs, pads, books and other merchandise are an inexpensive way to boost the awareness of your business.

Work within your budget

It's not the size of your budget that will make the event a success; it is the impression that you will leave on your audience. Identify how much you can spend on your event and then consider how you can make your event impactful for your target audience. For example, you may setup an event for digital marketing specialists that are keen to hear experts talk on a panel. The event may only cost a few hundred dollars to set up, since you would invite experts to participate in the discussion, hire or borrow a room from a business and entertain guests with food nibbles and drinks. The larger your budget, the more freedom you have to stage a more elaborate event. The key thing to remember is that the event must address the core interests and motives of the attendees.

For event organisers, there isn't any dress rehearsal. You only get one shot to make a good first impression. You want to maximise the opportunities to build relationships, win over new clients and to receive accolades from your event. A handy resource to reference is Judy Allen's book *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*. Give yourself an added sense of confidence when organising your next event with the tips provided.

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