

YOU'RE PLANNING AN EMPLOYEE EVENT... SWEET!!

We know that employee events can significantly add to an organization's culture, morale and engagement. We also know that event planning is a very detail-oriented undertaking. To keep your planning on track and make sure you have a fantastic event, we've put together this helpful checklist. Complete the questions as you plan your event to avoid missing any important steps in the planning process.

1. SPECIFICS

- What is the purpose of the event? _____
- What is the event theme? _____
- What is the date, day of the week and time of the event? _____
- Who is your audience? _____
- Are guests allowed? _____
- How many people do you expect to attend? _____
- What is your budget for the event? _____
- Where is the event being held? _____
- What is the timeline/agenda for the event? _____

2. COMMUNICATION

- What is the message for the event? _____
- Does the message support your theme? _____
- How will you communicate about your event? _____
 - Email
 - Invitations
 - Flyers
 - Staff meetings
 - Phone call
 - Mail to attendee homes
 - Inter-office mail
 - Newsletter
 - Social Media
 - Other/All of the Above
- Who is going to take pictures or video during the event? _____
- What post-event communication are you going to do? _____



3. GIFT

- What is your gift for the attendees? _____
- How does your gift support the theme? _____
- When do you need to have the gifts? Determine when you should order gifts. _____
- Do your gifts need any special packaging? If so, add time to your timeline for gift wrapping. _____

4. FOOD

- What kind of food and refreshments are you serving? _____
 - Breakfast/Lunch/Dinner
 - Appetizers
 - Dessert
 - Alcoholic beverages (Check with your HR department before serving alcohol at a company event)
 - Non-alcoholic beverages
 - Other
- Does your food choice support your theme? _____
- What catering company are you using? Who is your contact? _____
- How will the food be set up or served? (How many tables and chairs will you need, etc.) _____
- Do you need to supply anything for the food setup? _____
 - Tablecloths
 - Napkins
 - Silverware
 - Serving Pieces
 - Other

5. ACTIVITY

- What is your event activity? _____
- How does it support your theme? _____
- What supplies or prizes do you need? _____
- Do you need extra help to facilitate the activity? Recruit helpers! _____
- What is the appropriate attire for participating in your activity? Be sure to inform attendees! _____
- How much time will the activity take to complete? _____

6. AWARDS

- Are you giving any awards or special recognition at the event? _____
- What kind of physical award are you giving to recipients? _____
- Who will make the presentation? _____
- What will the presenter say about each recipient? _____

