

Internal Events:

Your Ultimate Planning Guide to Remarkable **Employee Events**

Embarking on the planning and organisation of an employee event demands a considerable investment of time and effort. Whether you're an events pro or navigating this responsibility for the first time, orchestrating your company's upcoming internal event can feel like a daunting task. Our guide is here to assist you, brimming with valuable tips and information to guarantee that no aspect is overlooked.



Chapter 1:

Introduction

Planning and organising an employee event is a significant time and effort commitment, especially if you want to create an inspiring and engaging experience.

Whether you're a seasoned Internal Comms Manager or new to the role, taking charge of your company's next big internal event can be overwhelming!

That's where our guide comes in packed with helpful tips and information to ensure you've got everything covered.

Let's make your event planning journey smoother and your event truly remarkable!

Chapter 2:

Setting Clear Event Goals and Objectives

Define the purpose of your event and outline its key objectives. Whether it's boosting productivity, rewarding staff for their hard work, sharing new targets or strategies, fostering better collaboration between departments, or unveiling a new brand your goals should be at the forefront throughout the entire planning and organising process. Clarifying your objectives ensures a focused and purposeful event that resonates with your desired outcomes.

Top Tip: *Send out a 'save the date' to all stakeholders as soon as possible. This proactive approach ensures they reserve the dates on their calendars for your potential event, increasing the likelihood of their attendance. Locking in those dates early is the key to a successful turnout!*



Chapter 3:

Understanding Your Audience: Customise Your Event Experience

Identify your attendees whether it's the entire company, senior management, or the sales team. Knowing your audience allows you to tailor your event to their specific needs. For example, a sales kick-off event may incorporate workshops or team activities aimed at developing technical skills.

In contrast, an event for the leadership team, a distinct audience, may have a completely different vibe. **Personalising your event based on your audience ensures a more engaging and relevant experience for everyone involved.**

Chapter 4:

Crafting a Timeline: Time Management is Key!

When it comes to planning and organising an event, there's no such thing as too much time! Be realistic about the time required and consider factors that could impact attendance, such as scheduling the event during school holidays, which might pose challenges for staff members with families.

Create a comprehensive list of stakeholders, including speakers, executives, board members, management, and department heads. While you may not guarantee everyone's attendance, identifying 'must-attend' individuals helps pinpoint the most suitable date.

Once you have a solid date, map out a timeline for sending invitations, attendee registration, follow-ups for non-responders, sharing event details, organising name badges, and finalising catering numbers.

Your timeline should also accommodate the sourcing, meeting, and securing of suppliers.

Efficient time management is the key to a seamless and successful event!

Chapter 6:

Team Collaboration for Outstanding Results

Build a dynamic team to assist in event planning aim for diversity without overwhelming the group. Think Goldilocks: not too large to create chaos, yet not too small to overburden everyone. Boost efficiency with a Gantt chart, an excellent tool for planning, scheduling, and streamlining tasks, ensuring everything stays on course.

Consider investing in project management software or enhancing your skills with tips and advice. Embrace automation, especially for tasks like sending invites and managing attendee registrations. A dedicated email address and registration website can save countless hours and money. Explore free online solutions like Eventbrite for added convenience. Teamwork, strategic planning, and automation pave the way for event success!

***Top Tip:** If your in-house resources are limited, explore the option of partnering with an event management agency. Comtec Presentations not only offer comprehensive support but also allow you to efficiently manage your regular workload. By tapping into our expertise, you can ensure a well-executed event without overwhelming your internal team. Chat with us to optimise your resources and elevate your event planning to the next level.*

Chapter 7:

Build Effective Communication Channels

Ensure key stakeholders are well-informed by establishing transparent communication channels and aligning on update frequencies. Conduct regular team meetings to spotlight significant milestones, verify deadline adherence, and confirm everyone's progress. These sessions also serve as a forum for addressing and resolving emerging issues. Effective communication is pivotal for advancing successfully and collaborating on solutions.

Sustain widespread awareness and continuous updates through the creation of a centralised online information hub. With your proficiency in internal communications, we are confident you have this under control!

This centralised platform guarantees effortless access to information, promoting a team that is both well-informed and cohesive.



Chapter 8:

Unleash Success: How Will You Measure It?

Elevate your event's impact by setting realistic key performance indicators (KPIs) directly aligned with your objectives. Depending on your event's purpose, consider establishing baseline measurements before the event to gauge improvements, increases, or positive changes afterward simple actions like pre- and post-event surveys can be incredibly insightful.

Explore a range of valuable KPIs, including attendance figures and social media activity, to gain a comprehensive understanding of your event's success.

Chapter 8:

Unleash Success: How Will You Measure It?

Top Tip: Score Big with KPIs: Impress Senior Management

Earning those well-deserved brownie points with senior management becomes a reality through robust Key Performance Indicators (KPIs). Demonstrating the success of your event not only justifies the cost but also ensures that your diligent efforts are truly appreciated.

Naturally, it becomes an excellent opportunity to showcase your prowess and expertise in the realm of internal communications. KPIs are your ticket to not just recognition but applause for a job well done!

Chapter 9:

Budget Brilliance: Making Every Penny Count!

The overall budget for your event can be influenced by the company's performance. If times are tough with sales down and challenging targets, a lavish event might not sit well. On the flip side, when the company is on the upswing, seize the opportunity to showcase success and reward everyone's hard work.

Crafting a realistic budget and managing it wisely involves precise costings leave no room for guesswork. Break down every aspect of your event, from venue hire to name badge purchases, ensuring that even the tiniest detail is meticulously accounted for within your budget. Make every penny count in creating an event that resonates with the company's current standing and values everyone's contributions.

***Top Tip:** Keep a watchful eye on your expenditures throughout planning - a small switch from one supplier to another can yield significant consequences. Strike a balance in your spending strategy; avoid allocating half of your budget to just one or two elements at the expense of the overall event experience. By navigating your budget with precision, you ensure every decision contributes harmoniously to the success and impact of the entire event.*

Chapter 10:

Unleashing the Power of Themes and Design

A captivating visual theme that weaves through your entire event can work wonders, reinforcing the purpose behind every invitation and driving home your key message. Transform a busy day of seminars, presentations, and activities into a seamless and relevant experience for your audience.

This is an arena where an event management company truly shines, infusing fresh ideas and out-of-the-box thinking to craft a bespoke and engaging experience that aligns perfectly with your business objectives.

Let the power of themes and design elevate your event to new heights!

Chapter 11:

Unlocking the Perfect Venue

Selecting the ideal venue hinges on several critical factors:

- Are overnight accommodations required, either on-site or nearby? Consider amenities like spas or pools.
- Does the venue align with your brand and seamlessly integrate with your company culture? The right venue not only accommodates but enhances the overall experience.
- Does the venue provide ample space and necessary facilities? Check room capacities and explore available outdoor spaces.
- Are there any time or noise restrictions that could impact your event?
- Will the venue itself be an exciting and enticing proposition for attendees?
- Explore the flexibility in working with third-party suppliers—does the venue allow it, or do they work exclusively with preferred suppliers? These crucial considerations will shape the ultimate experience at your chosen venue.



Chapter 12:

Navigating Travel Considerations

When evaluating travel logistics to the venue, keep these factors in mind:

- Is the venue easily accessible by road or rail? Consider proximity to airports if required.
- Factor in the length of the first day, especially for those travelling long distances. While starting at 9am might seem ideal, it may not be as appealing for delegates who've spent hours on a train or had an early morning flight. This consideration also impacts the budget, as you may need to account for rooms the night before. Explore options like trimming the event duration, starting later, and allowing for same-day travel to enhance attendee experience and logistical efficiency.
- Assess the potential carbon footprint if attendees have to travel a significant distance.
- Explore whether a more conveniently located venue could serve your needs just as effectively. Balancing convenience with eco-friendliness can contribute to a more sustainable and responsible event. Prioritise venues that align with your commitment to reducing environmental impact.



Chapter 13:

Streamlining Attendee Registration

Don't underestimate the significance of attendee registration it's a crucial element that often goes unnoticed. Ensure you have a well-defined process, especially for large-scale events, and implement a robust invitation and response management system. Rely on your event manager's expertise to guide you in selecting suitable mechanisms to seamlessly handle the registration process.

Getting this right is key to a smooth and successful event experience for all participants.

***Top Tip:** Don't forget the details that matter! Remember to ask attendees for information on special dietary requirements, accessibility needs, and any other pertinent details essential for creating an inclusive and accommodating event environment. This thoughtful approach ensures that you can cater to every participant's needs, making the overall experience positive and seamless for everyone.*

Chapter 14:

Tech & Production Mastery

The technical and production elements can make or break an event.

Picture this: A speaker inaudible beyond the first row, poor lighting, and unreadable presentation slides guaranteed to leave delegates disengaged and missing key messages.

High production values, encompassing lighting, sound, and AV, are pivotal for capturing and retaining the audience's attention. Don't solely rely on the venue's equipment; technology evolves rapidly, and sourcing from specialised suppliers may be more advantageous.

Collaborating with an event planning and management company like Comtec Presentations ensures access to state-of-the-art equipment, seamlessly integrating tech and production into the overall event design.

Mastering these elements contributes to the overall ambiance and success of your event.

Chapter 15:

Smooth Sailing at Your Event: Team Coordination is Key

Ensuring a seamless event experience requires careful planning during the actual occasion. Adequate team resources are vital map out strategies to keep the event on schedule and ensure attendees are where they need to be. Designate one person with overall control, serving as a central point of contact. All team members should be intimately familiar with the event schedule, possess contact details for each other and suppliers, and equip themselves with fully charged phones or walkie-talkies for effective communication.

Prepare for the unexpected with a robust contingency plan. **Whether it's a technical glitch, inclement weather, power outage, or a keynote speaker stuck in traffic, anticipate and be ready for any curveball that may come your way. And with a partner like Comtec at hand, you can be sure it will be smooth sailing.**

With meticulous planning and a well-prepared team, you can navigate any challenges that arise during the event, ensuring a successful and memorable experience for all involved.

Chapter 15:

Conclusion

Regardless of your end goal, employee events are time-consuming and challenging to deliver because you need to oversee and manage multiple tasks simultaneously.

Comtec Presentations has a proven track record in offering bespoke end-to-end event management services combined with innovative, fresh ideas to keep employees engaged. Our mission is to make planning and organising your employee events a stress-free experience!

With our multi-skilled team of event specialists and a dedicated manager taking care of everything, you can feel confident that we've got your back.

At Comtec Presentations, we do this day in and day out. We combine creativity with excellent planning and management skills, technical expertise and knowledge, and a commitment to fulfil your business objectives through memorable events.

Your Ultimate Planning Guide to Remarkable Employee Events

Elevate Your Next Event to **New Heights of Excellence**

Comtec Presentations is your premier partner for orchestrating seamless and unforgettable experiences. Whether it's awards ceremonies, media events, or any special occasion, our dedicated team is ready to bring innovative ideas and exceptional service to the forefront. To explore how Comtec Presentations can turn your vision into a stunning reality, book a consultation call today.

Let's discuss your unique requirements and design an event that goes beyond expectations. **Your journey to an extraordinary event starts with Comtec Presentations.**

Call us on 0161 370 7772 or email info@comtec-presentations.com

