



# Event Decision Checklist

## Key Questions for Corporate Events

In this guide, you will find important questions to consider at each stage of your event planning process. Utilize this checklist to ensure **effective communication** and thorough preparation for your corporate event.

Your Corporate Event Decision Checklist is a comprehensive tool designed to guide you through the essential stages of planning and executing a successful corporate event. This checklist covers everything from pre-engagement clarity to post-event follow-through, ensuring no detail is overlooked.

### STEP 1

Pre Engagement Clarity is crucial for event success.

### STEP 2

Proposal & Planning Confidence fosters trust and transparency.

### STEP 3

Execution-Readiness ensures a seamless event experience.

To ensure your event is a success, consider the following key questions:

## PRE ENGAGEMENT CLARITY: KEY QUESTIONS

Prepare an internal brief that outlines your objectives and expectations before reaching out to vendors.

This ensures a smoother planning process and sets clear benchmarks.

Establishing a budget helps to guide all subsequent decisions.

Before you start planning your corporate event, ensure you have clarity on your goals and audience.



## ENSURE YOUR PROPOSAL IS THOROUGH

### Proposal & Planning Confidence

Confirm your understanding of all key components

Take time to ensure everything aligns with your event objectives and expectations.

### Checklist Items

Review the proposal with the following questions:

- Did they share a past project that's **similar to yours**?



## REVIEW YOUR READINESS

### Execution-Readiness

Consider each question carefully and note your answers.

This checklist will help you gauge your preparedness and identify any areas that may need further attention.

### Preparedness Questions

Please evaluate the following questions to ensure a successful execution of your corporate event.

- Is there a technical/production walkthrough in place?



## QUESTIONS TO ASK

### Post-Event Follow Through

#### Engagement Metrics

Track attendee interactions and gather feedback to enhance future experiences.

### Important Considerations

Make sure to evaluate the outcomes after the event.

Consider how the event met the goals and what could be improved for future events.



## YOUR CORPORATE EVENT DECISION CHECKLIST

Please follow the checklist below to ensure a successful corporate event.

### **Pre Engagement Clarity:**

- Do you have your event goals, budget, and audience outlined?
- Is your internal brief ready before reaching out?

