

5 things to consider when organising a corporate event



With all restrictions being lifted and now settling back into 'normal' life, many have welcomed the return to the office, face-to-face meetings, and the return of the handshake instead of fist pumps (although those seem to be lingering!). At long last, we can get back to attending and organising those long-awaited corporate events.

Many people have missed face-to-face communication - a chance to connect and socially interact, build stronger connections, and better non-verbal understanding. Initially, after lockdown, some people experienced anxiety about getting back to 'normal', but as more time passes and normality resumes, people are less nervous, especially with many places taking more precautions with regards to Covid safety.

With that being said, it's now time to get back to planning corporate events and connecting colleagues to their teams once again. Corporate events can take on many forms depending on your objectives and may include activities or team building days, conferences and business dinners, and corporate functions and receptions. Take a look below at our top 5 tips to consider when planning your event...

1. Choosing the right venue

The venue sets the tone for your event, so make sure it reflects the company's nature and values and that it accommodates what you require on the day. If you're not providing transport, it's also important you choose somewhere with accessible transport links.



2. Creating an atmosphere

Creating the right atmosphere works hand in hand with your choosing your venue, as an event space alone can set the atmosphere. Are you organising a fun, lively, active event such as a team building day? If so, create an atmosphere and setting that will project just that theme. Are you hosting a business dinner or reception drinks? If so, how will this work with the space you have? Will you have music and if so, what kind - something lively and upbeat or relaxed and easy listening? Décor also sets the tone; does your chosen venue need any extra decoration or are the interiors enough?

3. Guest activities

Once your guests are impressed with the venue and the atmosphere you've created, you need to ask if any additional form of entertainment is needed. This will all depend on your type of function. If it's a team building or activity day, think about the types of games, quests, and competitions you'll arrange that will require lots of teamwork to achieve. If it's reception drinks or a sit-down dinner, activities might not be needed, but you may want to think about entertainment such as a live band, a magician, a wine-tasting or the ever-popular photo booth!

4. Food & Drink

It's one of the most essential elements of any successful event and is always a topic of conversation. Your attendee list may comprise of your fellow colleagues and employees, so obtaining any allergy information should be straightforward, making catering for all a lot easier. Working with a caterer can make the process a lot simpler as they will be able to offer suggestions based on the type of event you're organising. They'll also be experts in catering for all allergens and intolerances. Our catering partner, Seasoned, are happy to help with this and offer any advice you might need.



Credit: Greg Allen

5. Recent Covid-19 Rules

Despite the fact that restrictions have been lifted in most places, people are still mindful of safety and this applies particularly for large gatherings. When booking a venue, make sure you discuss any health and safety measures they have in place such as hand sanitisation stations, and that the venue has enough ventilation. In addition, although those with Covid-19 aren't required to self-isolate by law anymore, it may give your other guests peace of mind if you encourage people who feel unwell to stay at home.

There is of course lots more to consider when organising any event, however starting with these five should put you on the right path.

We have a wealth of experience in running events of all kinds at Gunnersbury across the House, Orangery, Temple and beautiful parkland. If you would like to enquire about holding a corporate event with us or would like more information, our dedicated and highly experienced events team are on hand to help. Please contact us via [email](#) or call 020 8825 6060.

In the meantime, you can view our [corporate hire information](#) on our website for inspiration.