



CORPORATE HOLIDAY PARTY PLANNING TIMELINE

TIPS FROM MBD MARKETING & EVENTS

12 WEEK TIMELINE

12 Weeks Out

- Book an event planner
- Choose themes or colors
- Choose a date and time – Research shows that lunch hour corporate holiday parties have the highest attendance. But evening parties are a great option, since they are longer and allow for more teambuilding and fun activities. Consider weekday evenings if cost is a concern; venues and entertainers often charge more for Friday and Saturday events.
- Book venue and entertainment (DJs and bands book well in advance)
- Nail down a guest list
- Book catering and bartending
- Book photographer for a fun photo booth experience (optional)

8 Weeks Out

- Send save-the-dates (optional) – Holidays are a time for travel. Sending save-the-dates will allow your guests to book tickets around your event, or let you know in advance that they can't make it.

6 Weeks Out

- Order any party supplies you'll be purchasing online and/or that have a lead time – The pandemic supply chain is a doozy (just ask us!) Allow plenty of time to order products online, or for customized items like napkins that sport your business logo.

4 Weeks Out

- Research and choose games or activities
- Purchase indoor and outdoor decorations you can find locally
- Recruit helpers if your event is going to be large (or book with MBD and consider us your holiday elves!)
- Create a timeline for the event itself – Reserve windows of time for any structured activities like meals or games, and be sure to allow time for networking.



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3 Weeks

- If doing a Secret Santa, send out guidelines (price, size/type of gifts) to participants
- Send out invitations
- Survey guests for food allergies

2 Weeks

- Submit headcount to caterer/venue
- Create a playlist if you are not hiring a DJ or Band

1 Week

- Purchase last-minute supplies
- Confirm contracts with vendors (caterer, rentals, entertainment, etc.)
- Create a setup timeline for the day of the event – Venues allocate a certain amount of time for setup, which can vary greatly. Ensure you have access to your party space in time to set up before guests arrive. You may need a large team to set up a complex event within the venue-specified time frame (another great reason to hire us!)

3 Days

- Share relevant information such as parking directions with vendors
- Pack decor, games, registration lists, event supplies, etc.

1-2 Days

- Button up last minute details
- Finalize timeline for day-of setup
- Email volunteers to confirm
- Send event details reminder to guests
- Make final vendor payments, and prepare tips

Post Event

- Send a thank you email, and post photos on a company approved of portal



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