

Executing Great Events

Many businesses use events to launch new products, celebrate a company achievement, provide a festive holiday environment, highlight company charitable work, and even boost employee motivation. Whatever the occasion, there are hints Tudog can offer to help make the event a success, so that the reason for the celebration remains a positive memory for all involved.

Tudog is not in the event planning business, but we view events as a viable marketing and management tool and we encourage companies to explore the event as one of the tactics they use to promote products and maintain a strong, cohesive team. To make it a bit easier, we present in this article 8 simple tricks to help make an event a success. They are:

1. **Envision the Event** – you cannot implement something you do not have a vision of, so you need to create the vision of how the event will look and unfold and then work to create the elements that will establish the mood you want.
2. **Set a Theme** – events have a great deal of cohesiveness, and are therefore most successful, when they have a theme. This theme enables you to make decisions on décor, entertainment, food, the program, and accessories. Make sure the theme fits the group – as you do not want everyone to feel uncomfortable or restricted by the theme. The themes that work the best allow people to become invested in its execution, such as fashion themes that call on people to dress a certain way, or music themes that are going to feature special dances.
3. **Vary the Entertainment** – depending on the theme, the entertainment does not need to be limited to a band. You can have strolling magicians in the crowd, and jugglers. You can a bartender that is able to mix drinks in an entertaining way. There are many ways people can be amused, and it does not have to be restricted to the entire group being entertained all at the same time.
4. **Vary the Decorations** – keep in mind that a great event starts with the setting of the mood and one way to set the mood to exactly where you want it is to create the environment that lends to the feeling you want to create. Decorations can include anything from signs, table settings, centerpieces, and the way the room is set up. By using decorations to set the mood, you transport the guests to your vision the moment they enter the room.
5. **Choose the Right Entertainment** – not only should the entertainment be varied and not limited to a single performance in front of all the guests, but it should also be consistent not only with the theme but with the type of group your have. Keep in mind the guests are there to have fun and you want to make sure your entertainment is the vehicle for that. A great band knows how to get people dancing, and as long as your group is the dancing type then you have a mix. If your group is less likely to boogie down, you need to have different entertainment that suits their temperament.
6. **Sit or Stand...Now that Depends** – some events are formal with a sit down dinner and entertainment and some are more casual with high tables for people to eat while standing. The way you set up the dining will tell your guests a great deal about the type of event they are attending. The assignment of seats indicates a formal affair, while the

more casual sit-where-you-want tells people it is informal. People will adjust their behavior accordingly. So you need to decide what kind of message you want to send to people. If the event is a company celebration where people are supposed to leave their corporate-selves behind, then you may want to go less formal. If the event is a solemn occasion focused on a company charity, you may want to keep it more “proper”.

7. Check Supplies – even though it is technically the job of the caterer and food service manager, it is never a bad idea to check the supplies of food and beverages, particularly alcohol if there is an open bar. You may not have a good handle on the eating and drinking habits of your colleagues, especially if they come out of their corporate shells and “let their hair down”. You could find that a group you thought was somewhat conservative in their habits can actually down their liquor. Nothing can ruin a great event more than the bar running dry or the food running low. Make sure you have enough of both.

8. Be Careful with the Food – the food can make or break the party. Everyone is coming to the party to eat well. You need to make sure that the food is not too messy to eat or too adventurous for your crowd. You need to work with food service to create a menu that is simple to eat, very tasty, and not bound to exclude many of the guests. Foods that require an acquired taste should be left out, unless you know that your guests have already acquired the taste. Also, make sure you have food available for people with special diet needs such as vegetarians and people with low salt needs.

By following these 8 easy steps you can make sure that the event you hold not only makes all the guests happy, but also serves to advance the company objectives for which the event was held. By doing this you are able to include the event as a viable marketing tactic to be used whenever the company has the need to reach out to influencers and others that might find the event an enjoyable way to interact with your company.