FCM MEETINGS & EVENTS

The *checklist*

to organize successfully your corporate events!

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📅 6 months before*

☐ Identify the objectives of your event

- » Celebrate the acquisition of a new brand
- » Launch a new product
- » Review your annual performance and set objectives for the year ahead
- » Motivate and reward your teams after a key period in your company's life
- » Etc.

☐ Identify your target audience

Is it relevant and in line with the objectives of your event? The format of your event must take into consideration the expectations and aspiration of your audience.

☐ Prepare a brief

This written document provides the organizer all the information needed to successfully carry out the event (objectives, target audience, retroplanning, budget). Don't hesitate to include every little detail you can think of, such as decoration, gifts or even the graphic aspects of your communication.

📅 2 months before

☐ Choose the venue for your event

The venue you choose for your event is essential for your event ensure it runs smoothly. The comfort of your guests and the entertainment will depend on it.

> **FCM advise**
> Finding the ideal venue requires real expertise. Hire a venue finding expert and make sure the location matches completely with your objectives. 💡

☐ Choose the entertainment for your event

Between photo animations to capture the event, and more creative photos for a slightly unusual evening, don't ignore this essential step, that boosts motivation and team spirit.

☐ Get a caterer and free up some of your time!

Buffet, appetizer, cocktail party, sitting dinner or snacks... To reach your objectives, you'll need both a good atmosphere and, above all, great food.

☐ Communicate with your guests

Managing your guest list is key for the success of your event. Once you have shaped up your event, make sure you communicate sufficiently in advance so that your guests can anticipate and make necessary arrangements to attend. You can send a save the date, an invitation, reminders...

> **FCM advise**
> **Do not neglect visual communication!**
> It is the showcase of your event. It must be of high quality and impactful to make your guests want to attend.

📅 3 days before

Check, check and check again!
Review all the technical elements of your event.

☐ Check your suppliers' arrival times

☐ Meet the stakeholders on the ground

☐ Remind your guests about the place, date and time of your event

> **FCM advice**
> **Organize your event with the support of an event project manager!** Thanks to their experience, they will be able to coordinate between all your service providers and save you some valuable time. 💡

📅 D-Day

The big day has arrived. It's time to check that everything unfolds as you imagined in your brief. Are your service providers on time? Are your guests present? **Do not leave any detail behind.**

📅 After the event

☐ Discuss the event with your management team and ask for feedback from the participants: Be open to suggestions for future events.

☐ Keep track of billing with your providers and ensure that all your requirements were met.

> **FCM advice**
> **Prepare a report about your event.** This will reference all the positives and negatives points noted during your event, in order to create a reference for upcoming events. 💡

* The anticipation period may vary depending on the size and complexity of your event.