



CORPORATE SUMMER EVENT CHECKLIST

Strategy

- ☐ Define the event purpose and primary audience.
- ☐ Set attendance target, budget, and approval process.
- ☐ Choose success measures: attendance, participation, shares, scans, leads, or feedback.
- ☐ Confirm brand guidelines and required messaging.

Venue and logistics

- ☐ Confirm date, operating hours, setup, and teardown windows.
- ☐ Review capacity, accessibility, washrooms, shade, cooling, and rain backup.
- ☐ Confirm power, Wi-Fi, loading access, elevators, parking, and transit information.
- ☐ Map food, seating, entertainment, exits, and guest flow.
- ☐ Collect insurance documents and venue approvals.

Guest experience

- ☐ Create an arrival and registration plan.
- ☐ Confirm food, beverages, allergens, and dietary options.
- ☐ Select activities suitable for the audience.
- ☐ Plan signage, music, recognition, and closing remarks.
- ☐ Share transportation and weather information with guests.

Photo activation

- ☐ Select the experience and confirm footprint.
- ☐ Approve backdrop, overlay, print template, and sharing screen.
- ☐ Confirm delivery method, attendant coverage, gallery, and reporting.
- ☐ Test QR codes, links, names, dates, and brand assets.
- ☐ Confirm privacy language and consent requirements.

Final week

- ☐ Issue the final schedule and vendor contacts.
- ☐ Confirm guest count and catering deadline.
- ☐ Review weather and backup triggers.
- ☐ Assign an on-site decision-maker.
- ☐ Prepare emergency contacts and a post-event follow-up plan.