



JOOMCONNECT MARKETING SERIES

Picnic Planning Guide & Checklist

It's that time of the year!

It's time to plan your company picnic. Your company picnic is an excellent opportunity to relax and recharge with family and coworkers- and eat delicious food, but it can also be an excellent opportunity to promote the personality of your company to clients and potential clients...and to have fun!

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Company Picnic Planning Guide

When the time comes and you're ready to plan your company picnic we hope you find this guide and checklist helpful.

Budget: Your budget should account for the costs of the venue, food, games and activities, entertainment, and giveaways/prizes. Though company picnics are a time for relaxation - this is a time to pull out all the stops and show your employees how much you appreciate them.

Date: Selecting the date for your picnic is more challenging than it may seem. As many business owners will have events, trips, and projects planned months in advance, planning ahead of time is your best bet.

Guest List: Of course each and every one of your employees should be invited to your celebration. You will then need to decide if you'd like to also extend the invitation to their significant others and children, if any.

Invitations: Theme or not - an invitation should be created as a way to invite your employees as well as their friends and family! You could even consider getting creative with your invitations- and link them to social media. You might consider including a QR code that would redirect the recipient to the Facebook event page. This would allow you to easily track the RSVPs, comments, questions, and concerns of your guests.

Venue: If your office location provides an outdoor picnic location then you are in luck, and so is your budget! If it doesn't there are many budget friendly, and splurge options as well. Consider local parks, beaches, lakes, community centers, campgrounds, and even zoos.

Menu: The standard picnic foods are always loved and appreciated by our employees - you know the standard, burgers, hotdogs, salads, etc. If it is in your budget you might consider a caterer! You might even consider having each of your employees bringing a dish to pass - this way recipes can be shared, and the workload is split.

Entertainment: Entertainment could come in a variety of forms- be it a band, a DJ, a performer, or something less extravagant. Keep in mind, once again that if children will be in attendance you'll want to keep this family-friendly. If nothing else some music for background noise is always a great idea.

Activities: Activities may be just for fun - but you could also use this as an opportunity for team building. Consider brain games like puzzles, and trivia, and also more physically demanding games and activities like volleyball, badminton, tug of war etc. Consider creating teams to challenge your employees to work together in environments and situations other than those commonly encountered in the workplace. You might even consider team names or colors to help unify and strengthen each team, with coordinating tee shirts?

Giveaways: Winners of activities, raffles, etc. should be rewarded for their efforts! For these types of "prizes" we recommend higher ticket items for people to get excited about - it also stimulates a competitive environment. Perhaps a dinner for the winning team, a hotel in a location of their choice, a television? You might also consider smaller gifts for everyone to take home, especially if children will be in attendance.

Promotion: We hope that these ideas will assist in the planning of your company picnic this year. During the picnic be sure to have someone responsible for recording the day's events, which will also help your traction on your various social media accounts. You might even have an employee live tweet the picnic featuring personalized hashtags: #LiveTweetTheCompanyPicnic #CompanyPicnic2016. Photos of setup, activities, food, and prizes are all good things to post. Although it is a good idea to throughout the day you'll want to be careful not to post too much. The videos and photos captured can later be shared as a way to promote your company - a true reflection of your company's personality!

Picnic Planning Checklist with Timeline

8 Weeks

- Establish event planning group (Use the next page of this document)**
 - These people will be in charge of the planning and execution
 - Hold a meeting to appoint chair and establish responsibilities
- Create a budget: Setting a budget and a theme first make other decisions easier**
 - This is important especially if there are going to be equipment rentals, venue reservation, etc..
- Theme: A theme will generally dictate your food and venue choices.**
 - Will there be a theme?
 - Will you need to rent decorations? Will you need to buy decorations?
- Event Date**
 - It is important to have these dates confirmed by the event planning group BEFORE any advertisement takes place.
 - Will there be a rain date?
 - Review the dates for anything going on in the community at large for conflict.
- Equipment: Will you need tents or an event space?**
 - Will you need tents?
 - Research Vendors
 - Book Selection
 - Will you need an venue for your event? Base it off your anticipated guest list
 - Research Venue
 - Book Selection
- Entertainment: How will you entertain people at the event?**
 - Did you book a DJ?
 - Any speakers or entertainers?
 - Do these individuals require help tracking down a place to stay ect. .
- Guest List: Deciding to cap the guest list, helps to plan the menu, as you know how many mouths you'll need to feed.**
 - Create guest list
 - Remember to invite 20% more people than you can fit, as generally only 70-80% of invitees attend.
 - How will the guests be contacted? Email? Direct Mail?
 - Schedule resource to create invitations
- Menu: Once the previous items are decided upon, the menu generally is easy to plan. If a theme is used, try to work within that realm.**
 - Will this be potluck?
 - Will there be a caterer?
 - Plan recipes and then plan the logistics
 - Will food need to be kept warm/cold?
 - How will the food be assembled/served?

6 Weeks

- Invitations: What will the invitation be? A postcard? A card? An email?**
 - Have your invitations been created?
 - Ex. We are inviting our clients and employees to an appreciation event.
 - Clients get: 1 direct mail postcard and an email and reminder email
 - Employees get: 1 Flyer and an email
 - Once created and approved pick mail out dates
 - Stamp and mail out first piece
 - Schedule for email blast to happen
- Social Media**
 - Will social media be used for promotion of the event?
 - Who will write the posts? Is that person responsible for posting them as well?
 - Create social media posts
 - Get them approved
 - Schedule these posts out leading up to the party
 - Schedule resource to boost posts if needed.
- Finalize Menu and Decor**
 - Finalize the menu and submit the estimated cost to event planning team
 - Finalize the Decor
 - Is the equipment reserved for the correct time and date?
 - Who is going to help with set up?

4 Weeks

- Invitations**
 - Send out last email blast
 - Look at the RSVPs
 - Are you not filling the number of seats that you'd like. Consider calling your invitees

2 Weeks

- Invitations**
 - Have all your direct mail pieces been mailed?
 - If you haven't filled as many seats as you'd like, you could begin doing call downs.
 - See (link to our call script)
- Confirm arrangements with all vendors**
 - DJ
 - Equipment
 - Performers
- Menu**
 - Anything on the menu that can be prepped ahead and frozen should be.
 - Pick up any plasticware, paperware needed
- Staffing Assignments**
 - Review breakdown for set up/break down
 - Prepare party favors and if you are making decorations - start now.

1 Week

- Guest List
 - Send reminder email to RSVP's
 - Call anyone who has not RSVPed
 - Finalize the guest list
 - If applicable send caterer the final head count

24 Hours Before

- Make sure equipment is in place
 - Tents/Tables/Chairs
- Ensure space and hook-ups are available for media
- Set up decorations
- Finish as much of the cooking/prepping as possible
- Make sure your camera is charged for pictures!

Day of Event

- ARRIVE EARLY
- Walk through event space and make sure that everything is correct and completely set up
- Sound check for media
- Purchase Ice
- Chill beverages
- Garnish party platters
- Party
- Breakdown/clean up

One to Five Days after Event

- Write thank you notes
- Post write up to blog/social media
- Post Party pictures
- Evaluate party and finalize everything in your PSA
 - Submit all invoices/receipts

Notes:

Theme

Date/Time

Location

Entertainment

Giveaways

Activities

Planning Committee & Roles

Contact Name	Phone	Roles
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Notes

