

8 Clever Tactics To Jazz Up Your Next Corporate Event

Written by News Feature Team



Corporate events can sometimes be rather predictable and set in stone - often times, after you have attended a number of them, they all blend into one amalgamous blur. The great news, however, is that there are now more and more ways to think out of the box in a bid to find a way to make corporate events more engaging. Here are a few clever tactics to jazz up your next corporate event and make it one to remember!

1. Always Include Networking Time At Your Events

Sitting down for hours on end can be an a bit of a drag sometimes, especially at a corporate event where you are sedentary and listening to speaker after speaker. [Including networking into your corporate event](#)

is a fantastic way to break the routine up a little and allow people to let loose and get to know each other over a coffee and snack break. A little coffee and tea station with mini sandwiches or finger food is a great meeting point for your guests to relax, have a chat and network with each other. This will ensure that your guests are given time to rest, feel relaxed and go back into your event refreshed and in full focus.

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2. Say Cheese!

[Hiring a photo booth](#) for your corporate event is a great way to incorporate an element of fun into everyone's day. Unlike the usual small entertainment that organisers try to incorporate into many events, a photo booth is a great way to bring some youthful spunk into your event. Guests can be silly and have snapshots of themselves taken which they can then bring home with them, a sure way of getting them to remember your event for a long time to come.

3. Personalise Invitations

Personalising invitations, emails and letters to your event guests may sound like a no-brainer, but it is often overlooked when events are planned. Personalisation can have a massive impact on your recipients' impression of your event. When anyone - even you - receive a personal invitation, you know that someone specifically intended to invite you to their event, making it much more engaging than receiving a generic invitation that was sent out to a thousand people.

4. Make Sure Your Event Is Social Ready

It is always a great idea to create an event on social media platforms such as [Facebook](#) for any events that you are organising. Not only can this help spread awareness of your event, but it also gives attendees the chance of checking in and uploading photos to your event. If you want to create buzz around your event, this is a great way to do it. Don't forget to create a hashtag in advance as well to leverage the social mentions and always include the hashtag in your personalised invitations.

5. Company Branding

Whether you're organizing a small gathering for 15 people in your office or a large scale 200-person customer meeting in an external venue, make sure that your company branding is always visible. In addition to displaying your company logo on the screen, you can also add extra elements by printing the event program for participants, providing your company memo papers for attendees and give out little goodie bags with company branded pens, key rings and little trinkets should your budget allow it.

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6. Get Your Attendees Involved

When it comes to events, a great idea is to get your attendees involved in a few elements of your presentation. Whether it is a quick Q&A session, shining the spotlight on certain guests or just opening the stage to attendees, inviting your attendees to participate is a sure fire way to create more engagement, fun and involvement into any event you host.

7. Keep It Cosy

Often times, simple things like the decor and ambience at events are looked over. Why not create a cosy ambience for your guests who will be at your event for hours on end? Simple things such as comfy seats, or getting people to switch their seating around to mingle with different guests is a great way of keeping your event interactive and jazz it up.

8. Make Sure Everyone Is Able To Recap The Event

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One thing about corporate events is that not everyone can find the time to attend due to their hectic schedules. A great way of involving people who haven't been able to attend would be to produce some sort of recap of it for the rest of their team members who are back at home. Putting up a blog post on the summary of the event on your corporate website is a great way to filter your information to those who have not had the chance to show up at your event.

With these simple yet clever tactics to breathe new life and jazz up your future corporate events, we are sure that you will have continued success and engagement with attendees, providing them an enriching and memorable experience for a long time to come.