

YOUR ROADMAP TO A SUCCESSFUL COMPANY PICNIC

A successful company picnic contributes to an increase in morale, reduced employee turnover, and greater sense of community. You are tasked with planning a company picnic this year. You find yourself asking: Where do I start? What do I need to consider?

This infographic will provide a general **roadmap of what you need know** about planning a successful event. We provide a free, detailed consultation if you have specific questions about your event.





Define the **Objective** of Your Event

Is this a company anniversary or the annual company picnic? Are you celebrating milestones or showing employee appreciation? The objective of your event will ultimately drive all of your decisions. It's important to have clear goals in mind.

Define your attendees:

Is this event for employees only or are you including family members? Are you inviting guests outside of your company including clients or retirees? Make sure to identify your demographic.

Your objective and attendees will dictate all other planning aspects of your event including site selection, logistics, menu/catering, entertainment and aesthetics.



Site Selection: Onsite vs. Off-site

ONSITE CONSIDERATIONS:

- Do you have adequate space for the expected attendance?
- Does your site have enough parking?
- Have you consulted with your Risk Management department regarding any potential liabilities that may occur, such as workers compensation, vehicle liability, etc? The main objective is to have a safe, comfortable and fun event.

Onsite Benefits

- Enhanced company pride. Your employees will have the chance to show their family where they work.
- Onsite venues typically offer more flexibility and accommodating support from company staff.
- It's cost-effective.
- You likely have many necessary components for a great event; parking, restrooms, power and water.

OFF-SITE CONSIDERATIONS:

- Hosting a company gathering at an off-site location like a local amusement park creates separation between your team. You lose the intimacy of a single location company picnic.
- While many parks offer discounted rates for large corporate groups, they may require using their food service or additional services that can add up in cost.
- Have you consulted with your Risk Management department regarding any potential liabilities that may occur, such as workers compensation, vehicle liability, etc?

Off-Site Benefits

- Local off-site options include city parks, state parks, fairgrounds, horse parks, farms, special event facilities, amusement parks, zoos and water parks. These can offer logistical benefits such as seated picnic pavilions, permanent restroom facilities, power, and water options and shade.
- They may also offer additional entertainment features such as swimming pools, playground equipment and ball fields.



Event Logistics

Event logistics are the foundation of any successful company event. When considering logistics, you need to consider your guests comfort throughout the duration of the event. Is there adequate and safe parking? Is there sufficient signage? Are there long lines at check in or to get food?

Registration:

Have you considered how you can eliminate long lines by ensuring you have adequate check in capabilities for your guests?

Event Design:

Your event design is important to ensure your guests are comfortable throughout the event. Consider how the layout will support this. Important aspects include:

- Placement of the kids games, bounce houses, group activities and concessions
- Food service with drinks and condiments, food prep areas and space to sit and eat.
- Restroom facilities to support the number of people attending.

Seating:

- You typically want to have seating and tables for 25-35% of your guests at any time. If you have 1,000 attendees, you need seating and tables for 250-350 guests. More activities in a smaller amount of time means you should plan for more seating.
- For a 250 to 350 person seating tent, you will need 2,700 square feet of tent space. You could also opt to have several shaded, seating and table areas.
- Tents provide a shady area for people to relax and cool off in warmer months.

Electricity:

Power is necessary for several components on an event, and power issues can be detrimental to event success. It's important to understand how much power each activity will demand and how much capacity is needed at the venue to suffice. Make sure to consult with someone knowledgeable of the power requirements and capacity of the venue you use.

Trash Management

Trash is a potential eye sore for any event. Make sure you have adequate trash cans around your event site.

You will also need a trash management crew that is responsible for bussing tables, keeping the event site clean, and the distribution of full trash cans outside of the action of the event.

Other Considerations:

Other potential logistical needs include staging, dance floor, lighting, shuttle services, and a first aid station.



Event Menu/Catering

- Know your attendees and have an idea of what dietary needs need to be considered. Will you need special menu items like veggie burgers or gluten free options?
- Events including families with children tend to consume more flavored drinks like orange, grape and others.
- Make sure to have plenty of water.
- The number of attendees will dictate capacity of your caterer and/or cooking space.
- Most companies choose a simple picnic style food option such as hamburgers, hot dogs, BBQ pork, and grilled chicken.
- Popular sides include baked beans, cole slaw, potato salad, and mac and cheese.
- The most important component of a successful catering event is to have enough food for the duration of the event served hot and fresh.

- The food service and entertainment should run the entire time. Most company picnics are 3-5 hours long.
- Prepare the food onsite. Smoke from a grill can add to the atmosphere of any event. Preparing food fresh, onsite adds to the overall quality.
- The sights and smell of an outdoor barbecue add to the enjoyment of the event for your guests.
- Make sure your food prep area is away from the main activities of the event.
- The buffet line should be a short walk from the food prep area in order to monitor food quality and availability.
- It's important to maintain food temperatures with temperature-controlled containers. Chafing dishes and Sterno are a great way to keep food hot.
- Drinks should be kept cool at all times. Make sure to have plenty of ice and coolers.
- The start time and duration of your event will determine the initial demand for food service. If your event is from 11-3, almost 70% of your food consumption will take place between 11am and 1pm.

- You need to have 50% of your food prepared and cooked with 70% completed one hour into the event.
- As a rule of thumb, food quantities should be calculated 2.5 units per attendee.
- Drinks should be calculated at 2-3 per person.
- Weather also affects food consumption. You will see less food consumption and more demand for drinks on hot days.

Concessions:

- Concessions are a staple of a family-fun day, especially if you're putting on your very own company carnival. Popcorn, cotton candy, snowie shaved ice, funnel cakes and fried pies add a nostalgic value to any event.
- Concessions need to be considered in the overall design of the event. Ideally, place them near the games for kids or close to the food.
- Concessions tend to have a relatively high demand for power. Make sure that power is available for any concessions that you plan.



Entertainment for All

- Based on your objective and attendees, there should be a balance of activities for people of all ages and interest. Include games of skill and games of chance.
- Always consider the capacity of the activity. How many plays per hour are there for each respective activity? Larger events require high capacity activities.
- Games like Bingo can provide entertainment for several hundred attendees at a time at a more relaxed pace.
- Add prizes to your event for a fun take-away attendees can enjoy beyond the day. Consolation prizes like candy or crayons can be also be a cost-effective way to make sure everyone is included.
- Consider craft areas for children. Activities like sand art, face paint, and temporary tattoos add creative value.



Event Aesthetics

The final component of a successful picnic is creating a cohesive, aesthetically pleasing visual. Consider how you can incorporate your brand into decor. If your event has a theme, how will you weave it throughout the event?

- Flags, banners and signage are great ways to add aesthetics to any event.
- Cover all tables for food service, games and drinks with linens.
- Adding a simple centerpiece to tables creates a polished look.
- Staff should be uniformed and easily spotted.
- Placement of tents, bounce houses, group activities, and games also need to be considered for the flow and look of the event.

Final thoughts for you to consider in your event planning process:

- **Do you need help?** If this is your first time planning an event, you will greatly benefit from hiring an experienced corporate event planner. Events for 150 or less attendees are often manageable for someone to handle on their own, but as the number grows, you will want to consider the additional help and experience.
- **Can you do this alone?** Coordinating an event on your own requires you to facilitate the catering and vendors for event rentals. You will need to come up with a timeline and make decisions for every step. Do you have the capacity to manage this in the midst of your regular job responsibilities?
- **Have you considered liability insurance?** Whether you hire an experienced corporate event planner or you do it yourself, make sure any company you use has the necessary liability insurance. The minimum any vendor should have is a \$1 million-\$2 million insurance policy. If you're dealing with multiple vendors, make sure your understanding of their liability coverage is provided to you in writing.

Planning and delivering a successful corporate event is no small feat. It requires a specific attention to detail to create an experience that is comfortable, seamless, and fun.

**Need help planning your next corporate event?
Contact us today to get started.**

RH events & catering

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**Consult with one of our project
managers and get your free, custom
quote!**

Why is RH Events & Catering the right partner for your next corporate event?

With more than 30 years of experience in corporate events and hospitality, our leadership team brings vast, valuable experience the events we deliver. The RH Team plays a vital role in sheperding your project with input from your key decision makers while communicating our progress back to you. The RH team will guide you in making the best decisions for your event from start to finish. We take pride in the quality of our work and strive to give you and your attendees a memorable event with benefits that last beyond the day.

Top corporations can attest to our successful delivery.

Join the likes of Lowe's, Wellstar Health System, GEICO, Walmart, Hyundai, and Frito Lay by engaging in our winning formula today.

RH Events & Catering operates out of a state-of-the-art 11,000 square foot facility in Powder Springs, Georgia. Some features include a 1,500 square food office space, commercial dishwashing and kitchen area, walk-in freezer, walk-in cooler, 5 dock bay doors, fenced in lot with security system, and more than 8,000 square feet of racked warehouse space.