

# What Makes a Business Event Great?

Your Go-To Guide for Executing Successful Events

A successful business event is more than just a well-planned meeting. It's an opportunity to showcase your company's brand, strengthen partnerships, inspire your team, and set the stage for future success. But what really makes a business event great? This guide provides a strategic look into the types of business events, key elements of effective AV production, and a sample event planning timeline to ensure your event leaves a lasting impression.



## Introduction: The Hallmarks of a Great Business Event

# Types of Corporate Events

Every business event serves a unique purpose, and knowing the type of event you're planning is the first step toward creating a successful experience. Here's a breakdown of common corporate events and their key characteristics:



## Product Launches

- **Purpose:** Introduce new products or services to clients, partners, and media.
- **Attendees:** C-suite executives, media, industry influencers, potential customers.
- **Atmosphere:** High-energy, with an emphasis on brand messaging and product demonstration.
- **Ideal Venue:** Stylish, professional settings like upscale hotels, conference centers, or unique venues.
- **Recommended AV:** Dynamic lighting, high-resolution screens, wireless microphones for speakers, live streaming for remote attendees.



## Sales Conferences

- **Purpose:** Motivate and educate the sales team, introduce new strategies, and review performance.
- **Attendees:** Sales teams, executives, guest speakers.
- **Atmosphere:** Energetic, collaborative, focused on engagement and team-building.
- **Ideal Venue:** Large conference rooms, hotel ballrooms, or even off-site locations for retreats.
- **Recommended AV:** Multiple microphones (handheld and lapel), sound system, projectors, LED screens for presentations, and video recording for later review.



## Executive Retreats

- **Purpose:** Strategic planning, team bonding, leadership development.
- **Attendees:** C-suite executives, key stakeholders.
- **Atmosphere:** Intimate, focused, and conducive to open discussions.
- **Ideal Venue:** Private venues like luxury resorts, boutique hotels, or remote locations.
- **Recommended AV:** Minimal setup – portable sound systems, wireless microphones for discussion, screens for presentations.



## Client Appreciation Events

- **Purpose:** Strengthen client relationships and show appreciation.
- **Attendees:** Clients, partners, executives.
- **Atmosphere:** Relaxed, networking-focused.
- **Ideal Venue:** Upscale restaurants, rooftop venues, event spaces.
- **Recommended AV:** Background music system, mood lighting, wireless microphones for speeches or announcements.



## Team Building Events

- **Purpose:** Improve team cohesion, communication, and morale.
- **Attendees:** Employees from various departments.
- **Atmosphere:** Fun, interactive, and casual.
- **Ideal Venue:** Outdoor venues, adventure parks, or unconventional spaces like museums.
- **Recommended AV:** Portable sound systems, microphones, LED screens for presentations or interactive activities.



# High-Level AV Production Recommendations

The right audiovisual (AV) setup can transform your event from ordinary to extraordinary. Here's a high-level guide to recommended AV production elements for each type of event:



## Visuals

- **Projectors and Screens:** Essential for conferences, product launches, and presentations. Use high-resolution projectors for clear visuals.
- **LED Screens:** Perfect for large venues or events requiring bright, vivid displays.
- **Interactive Displays:** Consider touch screens for team-building events or exhibitions.



## Audio

- **Microphones:** Wireless handheld mics for speeches, lapel mics for presenters, and tabletop microphones for panel discussions.
- **Sound Systems:** Adapt size to the venue. Small sound systems work for intimate retreats, while larger setups are needed for conferences and product launches.
- **Background Music:** Creates an inviting atmosphere for networking events and client appreciation gatherings.



## Lighting

- **Dynamic Lighting:** Product launches benefit from spotlighting and colored lighting to highlight key moments.
- **Ambient Lighting:** Adjust lighting for sales conferences and executive retreats to match the desired mood – bright for focus, soft for discussion.
- **Stage Lighting:** Essential for all types of events involving speakers or presentations to ensure visibility and focus.



## Streaming & Recording

- **Live Streaming:** Expands the event's reach to remote participants, ideal for product launches or sales conferences.
- **Video Recording:** Useful for archiving presentations, sharing with attendees post-event, or for internal review.



# Event Planning Timeline

Planning a corporate event takes time and careful coordination.

Here's a timeline to keep you on track:



## 6-12 Months Before the Event

- Define Event Objectives:** Clarify the purpose and goals.
- Set Budget:** Establish the budget, including AV production, venue, catering, and marketing.
- Choose a Venue:** Secure the location based on event size and type.
- Select an AV Partner:** Begin discussions with AV companies to align on needs, budget, and logistics.

## 3-6 Months Before the Event

- Develop Agenda:** Create a detailed program, including speakers, presentations, and activities.
- Coordinate with AV Provider:** Discuss AV requirements, including equipment, setup, and on-site support.
- Confirm Key Logistics:** Arrange for additional needs, such as internet access, electrical supply, seating, and staging.

## 1-3 Months Before the Event

- Finalize AV Details:** Confirm the list of equipment, technician support, and setup times with your AV partner.
- Conduct Site Visit:** Tour the venue with your AV team to plan the layout and test acoustics.
- Begin Marketing:** Promote the event through invitations, social media, or internal communications.

## 2 Weeks Before the Event

- Run Through Final Details:** Review the agenda, equipment list, and schedule with your AV provider.
- Test Presentation Materials:** Ensure all visuals, slides, and media files are compatible with the AV setup.

## 1 Day Before the Event

- Set Up AV Equipment:** Allow ample time for setup and testing, including sound checks, lighting adjustments, and screen placement.
- Conduct Rehearsals:** Practice presentations, test microphones, and review lighting cues.


## Event Day

- AV Check-In:** Arrive early for a final equipment check and troubleshooting.
- Monitor Throughout:** Have the AV team on standby to address any technical issues during the event.

## Conclusion:

# Creating a Standout Business Event

Great business events are marked by seamless planning, thoughtful AV production, and a clear understanding of the event's purpose. Whether you're launching a new product, rallying your sales team, or hosting an exclusive retreat, this guide equips you with the essentials to make your event truly memorable.



Ready to elevate your next corporate event?

Our team of AV experts is ready to help you create an exceptional event experience. Contact us at 1-866-626-0423 or request a quote [here](#) for custom AV packages designed to fit your event's specific needs!

