

## 10 questions to start planning your staff conference

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Corporate Challenge Events offers 38 different team building programs including charity-based events, all of which can be tailored for the needs and objectives of all clients.

Answering 10 questions will help companies plan their next staff conference, according to corporate events planner Kathryn Laslett.

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Ms Laslett, from professional conference organisers Corporate Challenge Events, said she compiled this list to provide a starting point for organisations.

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“Here at Corporate Challenge Events, we are regularly contacted by organisations seeking guidance on how to plan a staff conference,” said Ms Laslett.

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“Whatever form the staff conference takes, it can seem overwhelming at the outset when you’re tasked with planning one.”

1. What are your conference objectives?

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“Defining your conference objectives at the beginning will give your planning the direction it needs and help you answer the next nine questions.”

2. What are your likely delegate numbers and their background?

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“How many staff is the conference for? Where are they based? What is the profile of the group? Do you wish to have a social component with partners invited?”

3. What is your budget?

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“When you start planning, it is imperative to know your budget. This will also determine whether you need to seek sponsorship and other contributions for the conference.”

4. What dates do you want to stage it?

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â€œConsult all areas of the business to ensure any proposed dates work. You may need to consider the availability of venues, weather, how many days are needed, budget, and dates of public holidays and other major events.â€•

Â 5.Â Â Â What city do you want to have it?

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â€œWhere your staff are located, budget and conference objectives will help you think this one through.â€•

Â 6.Â Â Â What do you want in the conference agenda?

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â€œA good staff conference will feature an address from the company leader. You should also consider sessions with guest speakers, fun outdoor team building activities, corporate training workshops and entertainment.â€•

Â 7.Â Â Â What venues do you need?

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â€œYour agenda, numbers, city and budget is a good starting point when researching venues. It will give you an idea on what space, facilities, room set-ups and technology are required, plus whatâ€™s needed for accommodation and group activities.â€•

Â 8.Â Â Â What transportation is required?

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â€œThis includes the transportation of your staff to the location of the conference plus transfers to and from airports, conference venues, accommodation and group activities.â€•

Â 9.Â Â Â What catering is required?

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â€œThere is a number of variables with catering. How many days is the conference? What is the theme? What packages can the venue and accommodation provide? Do any of your delegates have special dietary requirements?â€•

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10. What information do you need to collect and communicate?

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• An online registration system can be very effective in compiling RSVPs, transportation, dietary requirements and feedback to help you finalise the event. Some packages also enable you to customise a website to communicate important information to your delegates. •

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Corporate Challenge Events is a [professional corporate events planner](#) which specialises in [indoor corporate events](#) to [outdoor team building activities](#) from Melbourne in Australia to Auckland in New Zealand.

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Visit [www.corporatechallenge.com.au](http://www.corporatechallenge.com.au) or [www.corpchallenge.co.nz](http://www.corpchallenge.co.nz)

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