**CORPORATE EVENT PLANNING CHECKLIST**

**Travel Perk:** Travel Perk is a corporate travel platform enabling businesses to book, manage, and report on business travel all on one platform. Travel Perk integrates with your existing software stack to help you get a complete overview of your business travel-from browsing top travel options to reporting on your trip.

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| --- | --- | --- | --- |
|  | **Action** | **Status** | **Date** |
|  | Set event goals and outcomes |  |  |
|  | Decide on the event type |  |  |
|  | Define your target audience |  |  |
|  | Set a date |  |  |
|  | Create a budget |  |  |
|  | Source a venue |  |  |
|  | Consider accommodation options |  |  |
|  | Check travel options |  |  |
|  | Book venue accommodation/travel |  |  |
|  | Organize catering |  |  |
|  | Create your invites |  |  |
|  | Share invites with attendees |  |  |
|  | Reach out to sponsors |  |  |
|  | Source and book entertainment |  |  |
|  | Market the event |  |  |
|  | Send reminders |  |  |
|  | Build and brief a team of necessary) |  |  |
|  | Conduct final checks |  |  |
|  | Gather post-event data |  |  |

**Planning your next big corporate event?  
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**Discover how Travel Perk's events management solution can help you  
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