



ELLISSALSBY

**THE HOW TO GUIDE
TO RUNNING YOUR BEST EVER
DINNER**



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Introduction

Dinners are great opportunities to

- ✓ Reward staff
- ✓ Say 'thank you'
- ✓ Celebrate and publicly acknowledge achievements

A great venue can make a major difference to the success of the event and how your guests enjoy the evening.

Based on years of expertise, these 12 steps show you how to run your best ever dinner!



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1. What are your **objectives?**

What do you want to achieve?

- Thank your team
- Share news
- Motivate your team
- Celebrate achievement
- Reward your staff

Always start at the top and create specific objectives that you want to achieve.

2. How many people are involved?



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If you are hosting a dinner for 500 you have different needs to a smaller group of 25.

- From the start work out how many people are involved and if partners will be invited.
- What is your guest profile?

When you know your delegate numbers you can narrow down your venue search.



3. **When** is the right time?

- Will your guests be required to attend work the following day?
- Will your event clash with another major event / engagement?
- If you have flexibility with the time of year or days of the week, you may have more options.



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4. How long is your event?

- Will your event finish after the dinner or will it continue with:
 - Speeches
 - Toasts
 - Entertainment: comedian, disco, band



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5. **Where is your event?**

Depending upon your objectives, the number of people and the timing, you have options to hold your event in town / city centres / rural locations.

Will your delegates stay over night or will they rely on public transport / taxi home?

6. What **equipment** is needed?



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Do you require:

- Event theming and props
- Staging / back drop
- PA system

Check the venues on your shortlist have all the kit you need – and a technical expert on site to set up and run through rehearsals for you.

7. What does the venue **look like?**



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There is nothing worse than arriving at a venue that is not set up correctly, or has not followed your table plan.

Make sure you liaise very carefully with the venue so they meet your exact requirements.

8. Who is managing the catering?



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Today we live in a world where special diets include are multiple and various, these preferences must be determined before hand

- Are you happy with a set menu or would you prefer a choice.... Can the venue deliver this?
- What will be your choice of wine?... Red / white or both... Don't forget the water... !

Ask for a food and wine tasting 1 month before

- How long should your dinner take to serve?
- What style of service do you require; there are various options that achieve different objectives?
- Food is the key focus of your event so it is essential to get this right!

9. What help do you need before the dinner?



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Organising 100 people to attend a dinner is no small feat.

- Decide early on if you need extra help to manage the invitations, food and wine logistics, risk assessment, gifts and arranging overnight accommodation.
- What about table plan, name places and menus?

Venues have great teams but they are often managing many guests and may not be able to deliver maximum attention to detail to YOUR event

10. What help do you need during the dinner?



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Whether you've got 50 or 500 turning up on the day, consider how you will ensure they are all looked after at the event. Will the venue provide a dedicated Event Manager who will oversee the service and ensure your guests' every need is attended to

Asking the admin team to pitch in does not always work – unless they've had event management training.



11. What is the **agenda**?

- Who will manage the timings, make sure it is running on time and that the objectives are being achieved?
- Who is your contact person at the venue?
- Is the same person on shift for the entire event or will you end up explaining what you've asked for to 5 or more people?



12. What are the **take-aways**?

Consider giving your guests a gift to take away to remind them of a memorable evening... What about..

- *Photographer*
- *Themed photo booth*
- *After dinner Chocolates or to take away*
- Who will distribute these and when?
- Advance planning will enable you to enjoy the event

And finally



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Make sure you capture feedback!

*Find out what worked –
and what didn't,
so the next event will be even better.*



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Need a venue?

Are you looking to organise:

- ✓ Sales conference
- ✓ New product launch
- ✓ Business promotion
- ✓ Staff meeting
- ✓ Training session
- ✓ Workshop
- ✓ Road show
- ✓ AGM
- ✓ Team building
- ✓ Assessment centre

Ellis Salsby team has many years' experience in finding the best venue for your event, your location and your budget.



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Whatever your Event

We find venues for events

- ✓ Meetings
- ✓ Training Courses
- ✓ UK & Overseas Conferences
- ✓ Road Shows
- ✓ Team Building Days
- ✓ Dinners Dances
- ✓ Seminars
- ✓ Assessment Days

We organise every detail

- ✓ Projectors
- ✓ Full AV Kit
- ✓ Themed Rooms
- ✓ Entertainment
- ✓ Speakers
- ✓ Delegate Registration
- ✓ Overnight accommodation
- ✓ Transport

Why Ellis Salsby?



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Before, during and after our events, our clients have told us that they feel:

“Comfortable, knowing you’re managing it for us”

“Delighted you’re on board to deal with any issues”

“Happy with great feedback from delegates”

“Confident that Ellis Salsby manage the lot”

Contact Ellis Salsby Ltd



Tel: 01562 829939

clientservices@ellissalsby.co.uk

1 Bromsgrove Street, Kidderminster, Worcs, DY10 1PF

**Really
Successful
Events**

