

Questions that make the event work.

A practical briefing checklist for planners, venues, and performers. Start with the outcome, protect guest comfort, and give the room one moment worth sharing.

01 Define the purpose

Ask: What should guests feel, do, or remember? Who is coming, how well do they know each other, and what would make their time worthwhile?

Approach: Write one clear event goal and two or three success measures before selecting activities or décor.

02 Set the budget and owners

Ask: What is the full cost, including travel, production, staffing, gratuities, and a contingency? What are the payment and cancellation terms? Who approves spending and day-of changes?

Approach: Give each key decision one owner. Work backward from the date; secure the venue, talent, and key speakers first.

03 Check the room from a guest's view

Ask: Are arrival, parking, registration, seating, and restrooms easy to navigate? What accessibility, dietary, sound, lighting, and sightline needs must be addressed?

Approach: Walk the guest journey with the venue. Keep paths clear, avoid bar and registration bottlenecks, and offer a quieter place to talk or step out.

04 Make connection easy

Ask: Who needs to meet whom? What useful opening question or shared interest will help? Can guests join comfortably without being put on the spot?

Approach: Use welcoming hosts, small conversation groups, and optional shared experiences. Keep music conversation-friendly and protect time for guests to keep talking.

Bring the plan to life.

Choose the right experience, coordinate the details, and make the connections last beyond the event.

05 Choose and brief the entertainment

Ask: Which format and length fit the guests? Does the performer understand corporate events? What is included in the fee, and what space, sound, power, setup, and tailoring are needed?

Approach: Match the format to its job: strolling magic for receptions; a shared performance for dinners; a focused speaker for conferences; short presentations with a sales-team handoff for trade shows.

06 Protect the run of show

Ask: What happens before and after each key moment? Who owns introductions, microphone and lighting cues, meal service, and adjustments if the schedule slips?

Approach: Build one shared schedule with contacts and cue owners. Allow realistic buffers, protect the main shared moment, and leave room for applause and conversation afterward.

07 Reconfirm before the doors open

Ask: Are guest counts, dietary requests, supplier arrivals, loading access, equipment, insurance paperwork, and venue requirements confirmed? Who is the single day-of contact?

Approach: Reconfirm two weeks out and update the final brief. Share the schedule, contact numbers, access notes, and emergency procedures; do a guest-eye walkthrough and sound check.

08 Plan the next conversation

Ask: Who will thank guests and follow up on useful introductions? How will you assess attendance, feedback, meaningful conversations, follow-up meetings, and budget variance?

Approach: Agree on follow-up before the event. Send a specific thank-you, review results against the original goal, and save lessons with the final schedule and supplier contacts.

Give your guests a reason to connect.

Discuss your event: majikbybob.com

Based on our corporate event, networking, and entertainment guides.