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## Ask James



James Caan

### Organising a corporate festive event without a hitch

*Dear James,*

WITH Christmas coming up, I am looking to create an internal event to encourage motivation and some of my business's talent. I really want to create something large scale. How would I go about this?  
*Sophie*

ORGANISING an internal corporate event is an effective way to recognise talent and encourage motivation around the business. However, taking on a large-scale event is a big commitment and what you choose to do depends on the size and stage of your company. If you are a small business I would look at doing something smaller scale. Why not book a restaurant and organise a party with entertainment where people can get together and catch up?

If yours is a larger company and you want a bigger event, I would suggest you use it to give something back to your employees and recognise their achievements.

Make sure you know exactly how much you expect to spend. Include all the components, such as venue hire, food and drink, entertainment, printing, gifts and supplies.

Your choice of venue is very important. You may need somewhere flexible for numbers. Be creative and adventurous in finding potential venues. Don't be quick to accept the first quote you receive from a venue. Always try to negotiate.

Many new event planners make the mistake of leaving too little time to plan an event. The amount of time to leave depends on the event, but, and this may surprise you, expect to factor in about three months for smaller events and six months for a larger one.

■ For the full article and news of James Caan's free app, go to [standard.co.uk](http://standard.co.uk). His new book, *Start Your Business in 7 Days*, is out now.