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**TIPS FOR PLANNING THE
PERFECT EVENT**

1. Set the Date and Send a Save the Date Notice

Check the calendar. Make sure you aren't planning your event on or close to a major holiday, long weekend, or popular vacation time. When you've settled on a date, send guests a Save the Date card—they'll appreciate the warning.

2. Make a Budget

All events need a detailed budget. It's crucial to know your event's limitations. Consider costs before, during, and after the event. Make your budget early and stick to it!

3. Have a Theme

How do you want your event to look and feel? Creating a theme keeps all the elements of your event focused. Get creative! Think about the theme when choosing your food, music, and décor.

4. Do Your Research

There are so many options for venues, caterers, and themes that planning your event can get overwhelming. Try to narrow down what you're looking for. Ask for reviews, or check online message boards to find new information. Consider your budget, number of guests, and venue location.

5. Create a Timeline

Set your goals and deadlines months, weeks, and days out from your event date. Use spreadsheets to keep track of duties, deadlines, and results. Include everything and everyone involved in the event. This way you will know immediately if any aspect of the event is falling behind.



6. Look for Hidden Venue Costs

The venue is generally one of the largest costs in your event budget. Every venue has costs associated with the space itself, but additional services will cost extra. Every venue will have cost benefits and drawbacks to consider. Keep an eye on things like cleaning fees and landmark fees, as well as AV and setup charges.

7. Try the Food

The food at your event will be a huge budget item, and if chosen well, it will be one of the best features of the party. You want all the catering feedback to be deliciously positive. Have a tasting of the menu before your event date so you can know what to expect.

8. Check for Permits

Will you need a licence to serve alcohol? If your event will be in a public area, you may also need a special events permit. Allow for plenty of time to apply for any permits you may need.



9. Give Enough Lead Time

Never underestimate the amount of time it takes to get all the elements of an event together. Allow for changes in deadlines, late deliveries, and other unexpected setbacks.

10. Get Guests to RSVP Early

The earlier your guests RSVP, the better. And preferably, they should do it online. Many sources will send you details of your day in list form for easier planning. This way you can forecast your numbers as soon as possible, and guests can immediately respond to your invite with an online reservation system.



11. Have a Contingency Plan

If something can go wrong, it will. Make contingency plans in advance, so you're ready for anything. The more complex your event, the more challenges that may occur. Think about all the possible "what ifs." A detailed contingency plan means no surprises on event day.

12. Pack an Emergency Bag

Event days are hectic and so many things can go wrong. Do yourself a favour by packing a small bag filled with necessities and items people typically forget. Add items like Band-Aids, safety pins, toothbrushes and toothpaste, gum, tissues, a lint roller, etc.



When many different people know the event plan, one person's absence won't throw everything off.

13. Know Your Staff/Suppliers

Relationships are key to good service. Find out from your suppliers the names of the representatives who will be handling your event and how you can contact them. If you're hiring staff to work the event, interview them as you would an employee. They will be in direct contact with your guests, so your event staff needs to be top notch!

14. Consider Food Restrictions and Allergies

No one wants an allergic reaction to force someone to leave the event. Guests should send in any special food requests when they RSVP. Plan to have at least one vegetarian option and make sure the caterer can accommodate allergies or special requests.

15. Make a Master Plan

Have a detailed plan listing how the event week and day should go. Who is responsible for what? What are the key delivery dates or deadlines? Include the schedules and contact information of your team, volunteers, suppliers, venue staff, caterers, etc. A well-briefed team is a happy team.

16. Delegate Responsibilities

Having one person in charge of everything usually doesn't work out well. When possible, let other organizers look after parts of the event. When many different people know the event plan, one person's absence won't throw everything off. Just remember to keep one person in charge of the team so everyone stays in line and on track.

17. Use Signage

Your guests need to know where to go! If your venue is difficult to find, or other nearby events make directions confusing, post clear signage to direct guests to the right spot.



18. Check Your AV

Before your visitors arrive, double check your AV equipment and any presentations or videos you will be playing. This way there will be no awkward technical difficulties once the event starts. You should also bring extra cables, laptops, and other equipment in case of emergency.

19. Provide WiFi Password

If your venue has internet access, make the WiFi password visible to your guests. Make it as easy as possible for everyone to share and discuss your fabulous event in real time.



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20. Play Music!

You would be surprised how many people think of music as an after-thought. Music can set the mood and enhance your event's theme. Whether it's a band, DJ, or playlist, great music usually leads to a great event.

21. Pre-Plan Speeches

Try to avoid off-the-cuff speeches. Let speakers know when they will be speaking, and how much time they have. This way everyone is prepared and nothing will slip through the cracks or be overlooked.

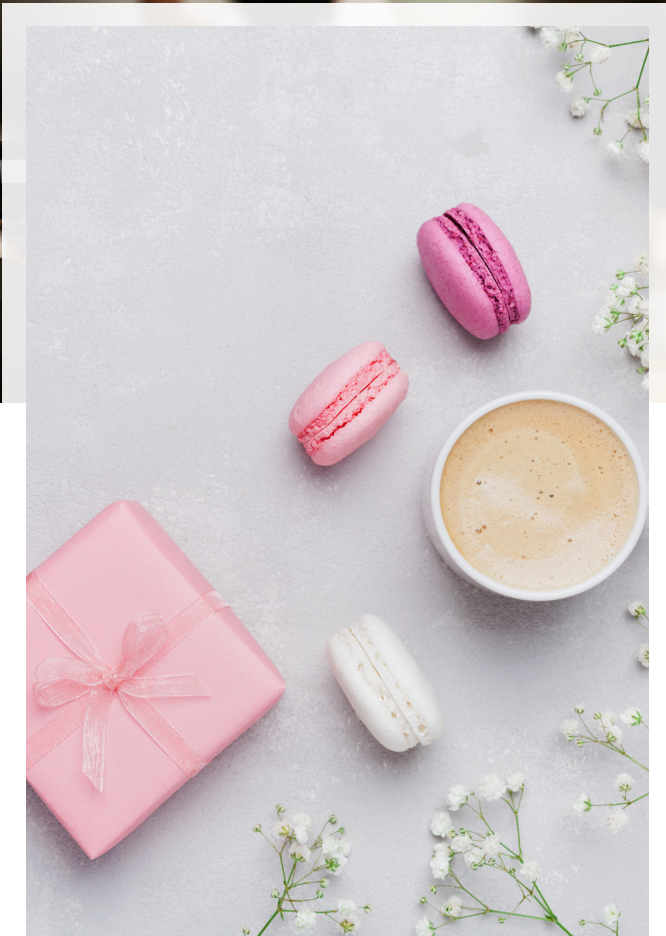
22. Add a Personal Twist

Be the talk of the town! Add some personal touches to your event. Invent a signature cocktail or add some unique entertainment or games. Bring your creative flair to the event and make it stand out.

23. Provide Party Favours

Giving away some kind of party favour is a great way to leave an impression. Guest favours don't need to be expensive. Small, thoughtful favours that match the theme and demographics of your event will make sure guests remember the great time they had.

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24. Evaluate Your Success

Find out what your guests loved and what could have been better. Pass along the feedback to your suppliers and the venue. Constructive feedback helps everyone involved plan better for next time.

25. Send Thank-You Notes

It may seem old-fashioned, but thank-you notes go a long way in showing appreciation. Consider sending notes to vendors who did an excellent job as well as your guests.

GET STARTED TODAY

We'd love to work with you on your next event!

Seventh Heaven Event Catering provides custom catering solutions for the most individualized large- and small-scale settings in the Greater Toronto Area. From intimate birthday dinner celebrations at home to high-profile, fairy-tale weddings and 2,000-guest charity galas, Seventh Heaven has flexible catering packages to perfectly fit any occasion. If you have any questions or would like additional information about how Seventh Heaven Event Catering can help with your upcoming event, contact us today.

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