

Peak Rentals Corporate Event Planning Timeline

For customer appreciation days, grand openings, anniversaries and staff events. Early choices shape later ones: the space you pick sets how many people you can invite. Print this sheet and tick tasks off as you go.

6 months before

- ☐ Decide the purpose: annual event, anniversary, new location or product, ribbon cutting, publicity, a sale, or thanking customers
- ☐ Set the overall budget
- ☐ Decide the length (one day, a weekend, a week) and timing (during or after business hours, time of year)
- ☐ Choose the setting: at your location, under a tent, or off site
- ☐ Check space for your crowd and for guest parking

5 months before

- ☐ Form an internal committee with clear tasks and deadlines
- ☐ Find out what permits or licences you need and how long they take

4 months before

- ☐ Draft the guest list: customers, prospects, local dignitaries, media, suppliers, neighbours
- ☐ Get quotes from caterers, rental companies, entertainment, florists and printers
- ☐ Get a decor quote, if you have a theme
- ☐ Brief your marketing team or agency so promotions are ready

3 months before

- ☐ Book Peak Rentals and your caterer
- ☐ Decide the reception style (standing cocktail, lunch, dinner) and drinks
- ☐ Check entertainment availability
- ☐ Finalize the guest list and order invitations that match the event, with the occasion and RSVP date clearly stated

2 months before

- ☐ Meet your marketing team or agency

- ☐ Book the florist or decorator and entertainment
- ☐ Tell staff and neighbours the date, time and place
- ☐ Do a site visit with us and your caterer to plan layout and guest flow
- ☐ Check power needs for entertainment, food and drink, and audio visual

6 weeks before

- ☐ Apply for permits and licences
- ☐ Plan any demonstrations, giveaways and door prizes

4 weeks before

- ☐ Send invitations
- ☐ Review who is responsible for what
- ☐ Track RSVPs with correct names and spellings
- ☐ Assign tasks: site prep, setup, greeters, tours, demonstrations, traffic flow, food service and refills, security, cleanup

3 weeks before

- ☐ Send media releases

2 weeks before

- ☐ Collect all RSVPs, leaving time to follow up by phone
- ☐ Make a schedule so every supplier knows when and where to arrive

1 week before

- ☐ Confirm final numbers with Peak Rentals and your caterer
- ☐ Print name tags, checking any spellings you're unsure of

Event day

- ☐ Mark the entrance clearly (an entrance tent, rope and stanchions, or signs)
- ☐ Set the welcome table somewhere easy to find, with blank name tags for late additions
- ☐ Go over last minute jobs with staff
- ☐ Walk the site and washrooms before guests arrive
- ☐ Have a plan for early arrivals

Questions or ready to book? Call us at 506-863-PEAK (7325), email info@peakrentals.com, or request a quote at PeakRentals.com.