

1 Map Out Your Year

- ☐ Internal milestones (all-hands, quarter-end, financial year-end, product launches)
- ☐ Make note of external constraints (school holidays, bank holidays, industry peak seasons)
- ☐ Mark any dates that clash or sit close together

2 List Every Event You Own

- ☐ Conferences, AGMs, SKOs
- ☐ Workshops & trainings
- ☐ Team away days & socials
- ☐ Product launches & awards
- ☐ Summer party, Christmas, and anything recurring

3 Group by Type

- ☐ Big venue (capacity, AV-led)
- ☐ Offsite (travel, overnight, logistics lead time)
- ☐ Something intimate (atmosphere, flexibility)

4 Lead Times & Booking Windows

- ☐ Note the lead time each event type needs (catering, AV, decor all differ)
- ☐ Flag which events fall in high-demand periods (Christmas, SKOs, awards season)
- ☐ Set a start-looking date for each, working backwards from the event date

5 Budget & Buy-In

- ☐ Draft the full-year budget in one go
- ☐ Note who needs to sign off, and by when
- ☐ Flag any events needing early stakeholder buy-in

6 Quarterly Check-In

- ☐ Q1: Budget signed off, full year mapped and listed
- ☐ Q2: Early venues locked in for peak-season events
- ☐ Q3: High-demand bookings confirmed, lead times on track
- ☐ Q4: Year wrapped up, and next year's planning started

**Need help finding venues for your 2027 events?
Send us your brief today!**

[START PLANNING NOW](#)

