

HOW TO...

**PLAN YOUR SIZZLING
SUMMER EVENT.**

**READ OUR
HOT TIPS INSIDE...**

The logo for uksv features a white speech bubble icon above the lowercase letters 'uksv' in a bold, white, sans-serif font.

uksv



CONTENT

Intro	3
1. Looking forward to the summer	5
2. Build staff moral	5
3. Retain client business	5
4. Come together again	5
5. Staff retreats and incentive programs	7
6. Appreciation events	7
7. Company milestones	7
8. Team building events.....	7
9. Weather protection	9
10. Have a back-up plan	9
11. Getting hot, hot, hot	9
12. Event themes	11
13. Location, location, location.....	11
14. Make sure your structures are secure.....	11
15. Provide essential amenities.....	11
16. Be food-savvy.....	13
17. Prioritise health and safety.....	13
18. Communication is key.....	13
19. Consider accessibility requirements	15
20. How to measure event success	15
21. Events Management Company	15
Need further assistance?.....	16

CREATE THE SUMMER
EVENT TO REMEMBER,
FOR ALL THE RIGHT
REASONS.

SUMMER PARTY SEASON IS HERE, AND WE ARE READY... WELL... ALMOST!

Wait, didn't we only just pack away the Christmas lights? We can't believe it either. It's time to raise a glass of Pimms, dig out the barbecue tongs and (probably) wildly misinterpret the weather forecast!

For many businesses, the prospect of a summer event is met with a warm glow of excitement – but behind every excellent party, there's a planner who's feeling the heat.

Tasked with bringing teams together for gatherings that are fun, inclusive, affordable and representative of company values, planning summer events can be a stressful endeavour for even the most experienced events manager.


Contrary to popular belief, a well-planned event should allow everyone to enjoy the day - and that includes you, the purveyor of summer fun. With full preparation, you can avoid common pitfalls and reveal well-trodden paths to success – so, let's dig in and create the summer event to remember, for all the right reasons.

HANG ON A MINUTE... MOST STAFF TAKE HOLIDAY IN THE SUMMER. SHOULD YOU EVEN BOTHER PRODUCING A FULL-SCALE EVENT?

During the summer months, it's inevitable that much of the workforce will want to cash in their annual leave. With that in mind, it's probably not the time for mission-critical corporate events like conferences, trade shows, product launches or essential training.

Instead, focus on building your company culture, celebrating achievements and fostering great relationships between teams (particularly those who wouldn't usually get a chance to mingle).

There's a lot of good reasons for doing so...

A photograph of a man in a green and black plaid shirt speaking into a microphone to a group of people seated at tables in an outdoor restaurant setting. The scene is captured from behind the speaker, looking towards the audience. The background shows a covered outdoor area with string lights and large windows.

**CELEBRATORY
EVENTS HELP
STAFF TO FEEL
VALUED**

**TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444**

1 LOOKING FORWARD TO THE SUMMER.

Summer events break up the year and prevent burnout. The Easter holidays have come and gone, while the Christmas break seems lightyears away. Your teams need something to look forward to, as well as a reminder that their hard work is seen and appreciated. The energy and excitement of a summer event can put wind in their sails, helping to carry them through the months to come.

2 BUILD STAFF MORAL.

Regular celebrations can increase staff retention and attract new employees. With evidence of your summer fun adorning social media, the company website and even job listings, you'll make a good impression on potential candidates who are looking for a new, considerate employer. All the while, celebratory events help existing staff to feel valued – which, in turn, helps to reduce employee turnover within the company.

3 RETAIN CLIENT BUSINESS.

If you invite clients to the event, it'll help to retain their business, too. Summer events that include a client guestlist are likely to build rapport and help everyone to understand each other a little better, thanks to conversations in an informal setting.

Strong relationships are what make you a partner, not just a supplier – and often, the quieter summer months are the best period for clients to take time away from their own business to visit your own.

4 COME TOGETHER AGAIN.

Bridge the gap between in-person and remote working. Many businesses have increased remote working opportunities since the pandemic. Although this has a host of perks (many of which will be staff-retaining in themselves), summer events are a great way to touch base part-way through the year and strengthen interpersonal bonds.





MAKE EVENTS
AS MEMORABLE,
ENJOYABLE
AND USEFUL AS
POSSIBLE.

TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444

5 STAFF RETREATS AND INCENTIVE PROGRAMS.

Planned on a per-person basis, this is a smaller-scale offering that adds plenty of value, without being a whole-company event. You'll need to consider site selection, accommodation, transport and catering, as well as any meetings or other activities – as well as agreeing a selection process for the lucky few who will get to attend.

6 APPRECIATION EVENTS.

Whether it's staff appreciation, client appreciation or a bit of both, appreciation events allow all parties to learn more about each other in a casual atmosphere, while also building a stronger relationship with the business at large. From mini music festivals to barbecues and family fun days, appreciation events go the extra mile to demonstrate the care between employer and employee.

7 COMPANY MILESTONES.

Is it the anniversary of your company's inception? Did you have a record turnover last year? Was it a big year for product releases? Whatever your milestone, find a reason to feel proud and get the whole company involved with the spirit of achievement.

8 TEAM BUILDING EVENTS.

Team building events can boost employee confidence and morale by allowing staff to work together in new ways. They'll get to know each other better, break down the usual boundaries surrounding job role and rank, as well as – hopefully – emerging as a stronger group than ever.

Team building events aren't exclusive to the summer, but they're often epitomised by outdoor and physical activities – so, the season can fit it well. Successful team building is somewhat of an art and, to that end, many companies around the country specialise in making these events as memorable, enjoyable and useful as possible.



A 'HOT
WEATHER PLAN'
COULD INCLUDE
PLENTY OF
FRESH COLD
DRINKS,

TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444

9 WEATHER PROTECTION.

There's a strong possibility that you're reading this from the UK, where the weather is unpredictable at best. This can certainly add an extra layer of uncertainty to any summer event plan, as well as potentially becoming the biggest hurdle to overcome on the day.

Although nobody's forcing you to hold a summer event outside, it'll probably come across as a wasted opportunity if you book an indoor venue in the height of the season (especially if the date transpires to be filled with glorious sunshine). There's always the risk of a washout but, as they say... if you don't like the current weather, just wait 5 minutes. With the right preparation in place, your event can be a success no matter what the climate throws your way.

10 FIRST & FOREMOST, HAVE A BACK-UP PLAN.

Think of this as an insurance policy. Yes, it's an extra cost – but if it comes to the crunch (or in this case, torrential rain over your lunch), you'll be glad you did.

Seek alternative entertainment options – such as both indoor and outdoor activities – and consider hiring portable pavilions or marquees to accommodate either scenario. Portable outdoor flooring can also prevent mud from dirtying any props or clothing, as well as preventing slips and trips.

11 REMEMBER... IT COULD ACTUALLY GET VERY HOT.

We know it seems like a long shot, but extreme weather also includes the blistering heat. Temperatures reached 32.2 °C in 2021, so it's not out of the question that your summer event could be a scorcher – and you'll need a backup plan to protect your guests, all the same. A hot weather plan could include handheld fans and sun cream, as well as plenty of fresh, cold drinks.

No matter what you face on the day, shelter will be your best defence. Make sure you have plenty of shade available, which can also double as a refuge from any wind or rain.





FROM THE
CLASSIC COMPANY
BARBECUE TO
MORE AMBITIOUS
MINI FESTIVALS!

TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444

12 *EVENT THEMES.*

There are countless themes that you can incorporate into informal events of every nature. From the classic company barbecue or picnic to the altogether more ambitious Summer Olympics, murder mysteries, scavenger hunts and outdoor cinemas... set your creativity loose!

13 *LOCATION, LOCATION, LOCATION.*

Your venue may only be a local park or greenspace, but unpredictable weather isn't the only differentiator between an indoor and outdoor event. Be sure to map out your location, especially if its large-scale. Plot the various elements of the event, including where vendors will set up shop and where each activity will take place.

With this information, you should provide maps or signposts which ensure all of your key areas are easily identifiable by guests. This should help to prevent chaos if, for example, everyone needs to duck out of the rain at a moment's notice!

Don't forget about your valuable equipment in the event of unfavourable weather. Be sure to take note of sheltered spots where it will be safe to store any hardware, safe from showers or extreme heat.

14 *MAKE SURE YOUR STRUCTURES ARE SECURE.*

Toilets looking a bit wobbly? This could result in an outcome nobody will forget but, as the event planner, it might also offer you some infamy that you'd rather avoid. Get your structures thoroughly checked over and don't try to build them in a rush. Allow plenty of time before the event to triple-check they are secure, verify they won't need a more sheltered spot and guarantee that they're properly tied down.

15 *PROVIDE ESSENTIAL AMENITIES.*

You might rely on your venue for some comfort facilities but, if the area is public, there's a chance they may not be to your preferred standard. Make sure the toilet arrangements are suitable and bring your own port-a-loos if they aren't up to scratch. In addition, check that the venue has plenty of seating and again, bring your own if there's not enough.



**DON'T
FORGET DIETARY
REQUIREMENTS
WHEN ARRANGING
CATERING.**

**TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444**

16 FORTUNE FAVOURS THE FOOD-SAVVY.

Food will often make or break an event so make sure your provisions will satisfy, even if the weather does not. Onsite vendors are often a source of entertainment in themselves. If you have a big enough budget, it can be handy to book a variety for guests to choose from, including a mix of hot and cold cuisine (don't rely on ice cream, no matter what the weather forecast says).

Never forget dietary requirements when you're arranging catering. According to the Vegan Society, there were 600,000 vegans in 2019 - or 1.21% of the population. In addition, the UK has some of the highest prevalence rates of allergic conditions in the world, with over 20% of the population affected by one or more allergic disorders (Allergy UK). If you're worried about what to provide, a pre-event survey will help to gauge the needs at hand.

17 PRIORITISE HEALTH AND SAFETY.

Much like any venue, you'll need a risk assessment - but for an outdoor event, you should also include an adverse weather policy. This will ensure that hazardous scenarios, no matter how unlikely, can be dealt with as a matter of urgency - for example, extreme heat or a sudden thunderstorm.

On the day of the event, be sure to bring a first aid kit and establish where the nearest hospital is (just in case). For large events - or even small ones, if there will be a sporting element - you should also consider having a first aider on site. Even light-hearted athleticism can be hamstrung by a twisted ankle or a poorly directed golf ball...

18 COMMUNICATION IS KEY.

Consider how you will distribute important messages, especially in an outdoor space that is not equipped in the same way as a purpose-built venue. How will you let people know if there's an emergency? You might not have access to the usual resources like loudspeakers and screens - or even phone signal.

For this reason, you may need to bring some extra communication hardware such as walkie-talkies, microphones, a PA system, screens or whiteboards. Let attendees know what to expect in advance, so they can enjoy the day as much as possible. They'll probably appreciate a heads-up on the most suitable clothing to wear, footwear to suit the terrain, shelter arrangements and food.





MAKE THOSE
RUNNING THE
EVENT EASILY
IDENTIFIABLE.

TALK TO UKSV ABOUT YOUR
NEXT SUMMER EVENT ON 01425 480444

19 CONSIDER ACCESSIBILITY REQUIREMENTS.

Make sure everyone feels welcome at your summer event by having any access needs catered for. Workplaces and conference centres will generally ensure their facilities are accessible to all users – but an outdoor space may not.

Be sure to signpost entrances, exits, wheelchair accessible pathways and accessible toilets so your guests can find them with ease, as well as making sure these signs can be seen at different heights. You should also take the time to clear paths so they're free of debris (or suggest an alternative route, if terrain is very uneven or pot-holed). It's also useful to supply uniforms or badges to those running the event, making them easily identifiable if help is needed in a hurry.

20 HOW TO MEASURE EVENT SUCCESS.

Although success metrics aren't too different to a regular corporate event, your summer event might be more of an informal affair – meaning it isn't so deeply tied up in ROI to determine its achievements. Even if you're simply gauging how much fun your attendees had, it can be handy to know what went right (or wrong) at your event, so you have a steer for next time – or some evidence to warrant that the event is worth holding again.

You could consider:

- **Post-event surveys:** Let your attendees give honest feedback.
- **Monitoring social media activity:** Track the buzz around the event (creating a hashtag helps this).
- **Recording attendance numbers:** Monitor how many people signed up Vs arrived on the day.
- **Keeping track of sales leads:** Know what opportunities came in as a result of your networking events.

21 IS IT TIME TO WORK WITH AN EVENTS MANAGEMENT COMPANY FOR YOUR SUMMER EVENT?

Events agencies have a wealth of ideas and experience to make running your event easier. They'll give you inspiration, practical advice and so much more. They know all the common pitfalls and can help you to avoid them, increasing your chances of success. Even if you do happen to find yourself stuck (and in a bit of a panic), their ample knowledge will help you to mitigate the issue – often saving time, money and stress in the process.

Ultimately, an agency can help you to bring your amazing ideas to life – including all of the essential infrastructure and planning to ensure that the event is an indisputable success.

NEED FURTHER ASSISTANCE?

**AT UKSV, WE BELIEVE THAT ALL EVENTS SHOULD BE CAPTIVATING,
AND IT IS OUR MISSION TO MAKE YOUR EVENTS TRULY UNFORGETTABLE.**

We are:

- An award-winning events agency
- Specialists in live, virtual and hybrid events
- Experts in every stage of events management, from conception to delivery
- Well-established, with over 150 years collective industry experience.

Why not get in touch so we can have a chat about your requirements?

t: 01425 480 444

e: info@uksv.co.uk

w: www.uksv.co.uk

