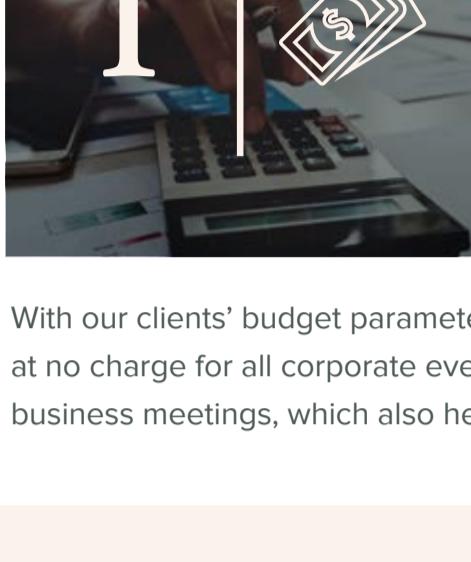


THE TOP 5 CHALLENGES OF PLANNING A CORPORATE EVENT

According to ALEIT Events, a corporate conference and events management company, the top five challenges that corporate event planners face when booking a company meeting are staying within budget, picking the right venue, overcoming technological challenges, creating a memorable event, and keeping track of the event planning process.



STAYING WITHIN BUDGET

Whether your budget is small, sufficient, or excessive, it can be challenging to work with and adhere to any budget that is not unlimited – and there are very few circumstances in which a budget is unlimited.

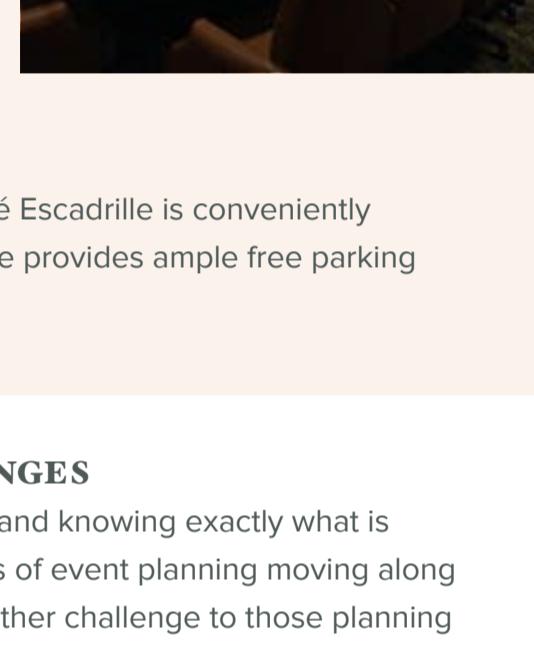
Ultimately, it is up to the event planner or manager to get creative and innovative with the budget provided, and, in some cases, to factor in a budget cushion which can make a big difference when unexpected expenses arise.

With our clients' budget parameters in mind, Café Escadrille provides house linens and table centerpieces at no charge for all corporate events and our event team has the flexibility to create customized menus for business meetings, which also helps corporate planners keep their event within budget.

PICK THE RIGHT VENUE

To overcome the challenges of choosing the right venue, it is critical to perform extensive research on the potential locations for your corporate event. And, of course, event planners should conduct a comprehensive tour of the site that will meet the needs, both financial and otherwise, of the event being planned.

It is important to compare the venues not only with one another, but also with the overall vision that the event planner has in mind for the event itself. A comprehensive tour of the facilities being considered will help to avoid a wide range of planning problems long before the day of the event.



TECHNOLOGICAL CHALLENGES

Keeping up with technology trends and knowing exactly what is needed to keep all the moving parts of event planning moving along and working smoothly presents another challenge to those planning the event.

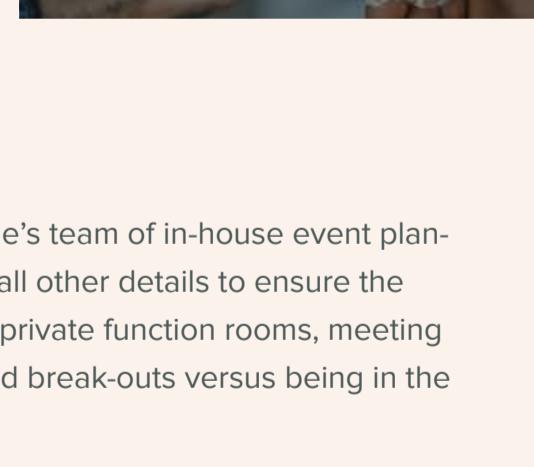
At Café Escadrille, our in-house audio visual equipment is available for rent for all business meetings, providing the technology needed for a successful event in a convenient and seamless way. We also have Wi-Fi access throughout our facility and our on-site full power generator guarantees that any unforeseen power outage will have no impact on your event.

PUTTING TOGETHER A MEMORABLE EVENT

Planning a memorable event is easier said than done. Whether you're trying to orchestrate a corporate event that exceeds previous meetings your company has held, or planning a product launch meeting with the goal of skyrocketing your company's bottom line, the pressure to deliver an unforgettable company meeting can often be very high.

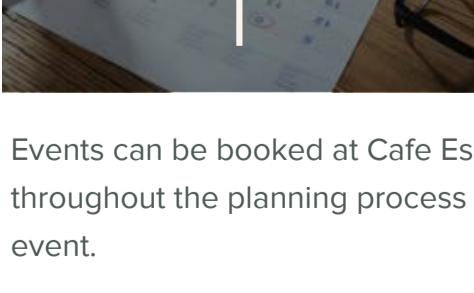
If you're planning an event that's meant to have the wow-factor, to stand out, or to be one-of-a-kind: write down your first three ideas on paper, and then scrap them. It's very likely they have been done before. Now, ideas number 4, 5 and 6 – they might be worth pursuing.

To help set your business meeting apart from other events, Café Escadrille's team of in-house event planners will work with you directly on your menu, schedule of sessions, and all other details to ensure the event meets and exceeds your expectations. Also, with several separate private function rooms, meeting participants can move from one room to another for different sessions and break-outs versus being in the same space all day long.



KEEPING TRACK OF THE EVENT PLANNING PROCESS

It is crucial to keep in mind that the success of any event can be traced directly to keeping the lines of communication open between yourself and the event team at the venue. By keeping in touch on a regular basis with the venue's event planners, you will be assured that you and the venue are on the same page at all times and that the chance for surprises in the process is minimized.



To request additional information, please contact Café Escadrille's Special Events office at 781.273.1916 or email us at privateevents@cafeescadrille.com

Visit our website to view all of our menus at www.cafeescadrille.com