

## Tis' the Season to Plan Your Holiday Party

It was not even the end of April and Croma Restaurant on Newbury Street (Boston, MA) was already booked for two out of the four weeks between Thanksgiving and Christmas...

In order to reserve a venue you need to pick a date-task No. 1 in planning a corporate holiday party.



After the date comes the **venue**, which will be dictated by both the size of your group and the theme for the party. Is it an employees-only party? Families included? Clients? One department? Top brass? Is it a sit-down dinner? Buffet? After work reception?

Setting your **budget** early will help make some of these decisions for you. Another early consideration that will influence other choices is the goal of the party. Is the goal simply employee appreciation and building morale and camaraderie? Is there a product launch you want to tie the party to? Reward customers? Recognize employees? The goal will influence both the choice of the venue and the theme...

“Any event you do is going to make a very **lasting impression** on the people who attend,” Danforth [president and CEO of BostonCoach] said. “If you’re going to make an investment in a party, you don’t want it to fall short.”



Article taken from the Boston Business Journal- by Linda Goodspeed