

Out of office

Follow this guide to make your next corporate retreat a success.

CORPORATE events are also known as corporate retreats. Some companies organise corporate events within their office buildings. But the problem with those is that people are often distracted by day-to-day problems and are running out to make phone calls or deal with a crisis.

By leaving the premises, companies often have more success in achieving their goals, which may include boosting company morale, finding a new direction for the company, reassessing goals and timelines or teambuilding.

Objective

Some people may look at such events as a waste of money, but if it is planned properly and executed well, a corporate retreat may be the boost a company needs to get back off the ground or to take the company to a new level.

Corporate events should include people from different departments and different levels of employment.

Sometimes, young stars need a chance to shine, or the least-likely attendee may find a solution to a problem.

Some companies are looking to find out who their strongest employees are.

Other companies may want to

work on a pitch for a big client.

Global corporations may want to bring together heads of departments from all over the world to discuss what is working and where.

One of the best ways to get the most out of the time is to plan what you want to do and give yourself a realistic timeline for that to happen.

Budget

Once the goals have been decided and the number count finalised, a budget can be put into place.

Having a budget will help decide the type of venue, nightly entertainment, what kind of food is served (buffet or restaurant) and more.

Be realistic with the budget. While it is not necessary to go overboard, remember, setting the mood and tone for the occasion will help bring about the desired results.

Venue

Types of venues vary as much as types of people. There are conference rooms in hotels, off-site venues that cater to private events, upscale places and fun spaces.

If the goal is to discuss strategy, then having the conference in a hotel near the beach might be a little distracting.

If, however, teambuilding is the purpose, a fun atmosphere with

plenty of group activities is exactly what you might want.

Also, the number of people invited may help narrow down venue choices.

Corporate events booked at a private space have a couple of benefits:

- First, the structure should help create a space where things can be accomplished.

- Secondly, having a company that understands your needs will make the process move more quickly. A mediator or a person who can lead the events and keep people on track might also be helpful.

Corporate events can help re-energise employees and create an atmosphere of camaraderie and bonding. They can also help inspire new ideas and take a company in a new direction.

Being realistic about what the company wants to achieve and what it can achieve in a few days will help everyone accomplish the goals they have set out to.

A corporate event can have many positive benefits, the least of which is better productivity, better attitudes and a new direction.

— Source: Singapore Straits Times/Asia News Network

■ ARTICLE by Elaine Henshaw.



Having a budget will help decide the type of venue. — EPA