


# Kick-Off Meeting & After Party Checklist



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Sparq specialises in events; it's what we do best! We know how much work goes into planning them, which is why we offer everything from AV hire and technical production to creative services, branding, and full event management – we can even support you with venue finding and catering! If there are any parts of this checklist you don't have time to manage, just let us know. We're here to make it happen.

## 1. First Thoughts (Foundation Planning)


- Define the goal of the kick-off (alignment, motivation, celebration)
  - Decide on an overall budget (include separate conference + party budgets)
  - Confirm who is attending (whole company or select teams)
  - Choose format: live, hybrid, or virtual
  - Decide if you'll have a conference-only, party-only, or both combined
  - Decide location(s) (office, conference venue, restaurant/bar, or external event space) Consider external speakers (clients, partners, or industry experts)
  - Decide how much to do in-house vs outsource (AV, facilitation, team-building, entertainment)
  - Plan sustainability measures (eco-catering, digital agendas, décor, transport)
  - Pick an ideal date window that works for your company (avoid holidays/major events)
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## 2. Planning the Day (Logistics & Organisation)

- Confirm the exact date with leadership/team calendars
- Book conference venue (or confirm office space)
- Book after-party venue (restaurant, hotel, bar, or event space)
- Confirm accessibility needs (venue access, closed captions, inclusive facilities)
- Confirm catering: meals/refreshments for conference + food/drinks package for party
- Arrange travel and hotels for remote staff if needed
- Book external speaker(s) and confirm agenda slot (conference)
- Plan team-building activities or icebreakers
- Book AV equipment (screens, microphones, Wi-Fi, streaming kit) for conference
- Book sound, lighting, and entertainment for party (DJ, live band, host, activities)
- Create invites and send “save the date” early
- Confirm RSVPs and adjust plans
- Build pre-event buzz (emails, teasers, countdown)
- Draft detailed timetable for the conference and outline flow for the party
- Prepare supporting content: slides, branding, décor, playlists, visuals

## 3. Prepare Agenda & Content

### Conference

- Welcome with refreshments
  - Introduce agenda and objectives
  - Share company stats and performance highlights
  - Celebrate team/individual achievements
  - Present company goals for the new year
  - Include breakout discussions or workshops
  - Allow Q&A (to ensure people feel heard)
  - Invite external speaker
  - Run team-building exercise(s)
  - Wrap up with closing remarks
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### **After Party**

- Fun welcome (arrival drink, icebreaker, photo booth)
- Short toast or light company message
- Recognition/awards moment
- Entertainment (DJ, band, quiz, games, host)
- Themed décor and branding
- Plenty of social time for mingling
- Capture informal highlights (photos/videos)

## **4. On the Day**

- Arrive early to oversee conference setup
- Check AV, slides, microphones, Wi-Fi
- Welcome attendees and guide them through the day
- Keep to the conference timetable with some flexibility
- Transition smoothly from conference to after party (transport, timings, signage)
- Check sound, lighting, entertainment at the party venue
- Host a warm, celebratory welcome at the party
- Capture content from both parts of the day

## **5. After the Event**

- Send thank-you message to attendees
- Share key notes/goals document (conference)
- Share party highlights (photos, video reel)
- Gather feedback on both conference and party
- Document learnings for next year
- Share highlights internally (and externally if appropriate)

There's a lot that goes into making an event unforgettable and it can feel like a lot of pressure to get everything just right for your team. That's why we'd love to work as an extension of your team, whether you need full support or just an extra pair of hands in certain areas. Our services are completely flexible, so we can step in wherever you need us most.

Get in touch for support with your next event: [hello@sparq.live](mailto:hello@sparq.live)

