Corporate Events:
What Poor Planning Looks Like and What to Do Instead

Spot the gaps. Avoid the stress. Plan with more clarity and less chaos.

RIGHT ANGLE EVENTS

	Common Gap	What Goes Wrong	What to Do Instead
	No clear goal	The event feels scattered and doesn't land a message.	Set one clear purpose and make every decision support it.
	Ignoring your audience	Attendees lose interest or feel out of place.	Learn who's coming and tailor the tone, content, and format to suit them.
	Static run sheet	A delay or issue throws everything off.	Keep it flexible. Update as things shift and keep everyone in the loop.
	Crammed agenda	People get tired and stop paying attention.	Keep it focused. Leave space for breaks and networking.
	Late logistics	Things feel rushed, clunky, or cost more.	Lock in suppliers and logistics early to avoid last-minute stress.
	Rushed approvals	You run out of time or settle for second-best.	Build in time for approvals upfront so you're not chasing them later.
	No backup plan	One small problem turns into a big one.	Prep for tech, weather, or timing issues ahead of time.
	No follow-up plan	The event ends, and nothing comes of it.	Plan your follow-up before the event so the value keeps going.
	No tech check	Slides glitch or mics don't work.	Test every system early and rehearse with your team.
	Measuring by headcount only	You miss the bigger picture.	Track engagement, feedback, and what changed after the event.

Planning a Corporate Event?

Avoid the stress and skip the slip ups. **We help you deliver a smooth and sharp experience.** That's the Right Angle way.