

ESSENTIAL CHECKLIST FOR YOUR HOLIDAY CORPORATE GIFTS

- ☐ **Schedule an initial meeting of the organizing committee** or decision-makers before the summer vacation.
- ☐ Inform all relevant departments (logistics, marketing, HR, etc.) to ensure interdepartmental coordination.
- ☐ **Setting objectives:** Define what you want to achieve (context).
- ☐ **Identify the target audience:** Identify recipients (employees, partners, customers).
 - ☐ Research your audience (neutral or gendered, industry, do they have a family, work environment, cultural and generational considerations, dietary restrictions and allergies, etc).
- ☐ **Establish a budget:** Evaluate the overall budget available.
 - ☐ Allocate an amount per employee, manager or customer.
 - ☐ Define quantities and possible variations (consider cultural and dietary preferences)
 - ☐ Set the delivery date and context. It is advisable to schedule delivery at least 4 to 7 days in advance, to avoid delays.
- ☐ **Research and select gifts:** Explore current trends, choose a theme, and evaluate available options.
 - ☐ Decide whether gifts will be managed internally or externally. If external, research potential suppliers.
 - ☐ Determine whether gifts will be given in person or delivered to recipients' homes.
 - ☐ Choose how the gifts will be personalized.
- ☐ **Ordering gifts**
 - ☐ August to September: Start researching and soliciting quotes from suppliers.
 - ☐ September to November: Finalize your recipient lists and orders to ensure product availability and personalization options. customization options. Confirm production times, and allow +/- 6 weeks for custom products.
 - ☐ November: Final confirmation: Be sure to validate all orders with suppliers.
- ☐ **Personalize gifts:** If you haven't already done so, add personalized elements such as logos or messages of recognition to the gift.
 - ☐ Plan sufficient time for the design and production of customized items.

- ☐ **Second committee meeting: Logistics planning**
 - ☐ Set deadlines for gift delivery and distribution
 - ☐ Create a list of postal addresses for gift delivery.
 - ☐ Coordinate with suppliers to meet deadlines.
- ☐ **Involve managers:** Encourage managers to take an active role in personalizing gifts to their team members
 - ☐ Organize events or special moments for awarding gifts
 - ☐ Appoint a person responsible for managing returns if gifts are shipped to recipients.
- ☐ **Delivering gifts:** Ensure that gifts are delivered in a memorable way.
 - ☐ Organize special events or timed deliveries to create a memorable and impactful gift-giving experience.
 - ☐ Develop a social media strategy to share the excitement around gift deliveries (with recipient consent), highlighting the experience and personal touches.

- ☐ **Final committee meeting:** Review and follow up after gift distribution.
- ☐ Survey your recipients and assess the overall impact of gifts on engagement and satisfaction.
- ☐ Analyze feedback to improve future recognition initiatives.
- ☐ Assess supplier performance to decide their suitability for future collaborations.
- ☐ Adjust strategies and budgets for the following year based on feedback.