

# The Importance of Choosing The Right Venue For Your Company Picnic

Today's Successful Business Practices

**Feb.2016** - Company picnics have been around for well over 100 years. But just as our workforce has changed over the years, so has the company picnic. The number of choices for HOW and WHERE a company picnic should be enjoyed has grown dramatically. And while many entertainment venues now offer Company Picnic Packages, not every venue is designed to provide all the elements important to addressing the true objectives of a *great company outing!*

When planning a company picnic it's important to remember WHY you're having the event in the first place. When interviewing CEO's and managers the most cited reasons for holding a company picnic are:

- Promoting interaction of company employees outside of the workplace
- An opportunity for co-workers to meet other co-worker's families and for the families of employees to meet the co-workers their family member works
- To foster an environment where employees at different levels of the company's hierarchy have the opportunity to socialize
- An opportunity for upper level management to be more visible and accessible to the workforce of the company
- To improve company morale

The underlying theme is certainly getting the workforce to socialize together and create positive, shared memories outside of the workplace. Ultimately each of these objectives strives to create a happier and more loyal workforce that feels appreciated and respected. Most CEO's and managers also report that these objectives directly impact workforce morale and productivity that ultimately create greater profits for the company.

*When planning a Company Picnic remember what you're trying to achieve.*

Unfortunately, many Company Picnic Planning Committees lose sight of these primary reasons for

having a company picnic and simply look for "something fun to do." By taking this broad approach, a company may lose much of the value of holding a company picnic in the first

place. But with a little planning and thought, your next company picnic can be fun AND achieve the goals of the company.

Here are a few examples of "fun" company picnic locations and events:

**Large Amusement Parks** – While a tremendously fun location, your guests get swept away in a sea of thousands of guests and scattered throughout the park. Many companies report rarely seeing their co-workers throughout the day. Long lines and extra fees for parking can dampen the spirits of your guests. While a great place for a day of fun, large amusement parks do little to promote interaction, socialization and the sense of teamwork that are so critical to a company picnic's success.



*The best corporate events combine the old fashioned company picnic with quality attractions.*

**Sporting Events** – While an athletic event can be exciting at times, the fact that your guests will spend the entire event sitting in straight rows of seats significantly reduce the opportunity to socialize other than with the people directly sitting around them.

**Waterparks** - While great family fun on a hot day – waterparks are not nearly as much fun on cooler, cloudy or rainy days. Additionally, while children enjoy the day, most adults sit on the sideline and don't participate in the festivities because they are not willing to parade around their fellow employees in a bathing suit. (*Honestly, I can't blame them.*)

**Outdoor Park** - Free or private parks can provide a beautiful setting for a get together but often lack the entertainment value of other options. While some older adults may enjoy spending the day sitting at a picnic table, many of your guests (young and old alike) will be looking for activities and attractions that provide a little more excitement.

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**Summary** - In challenging economic times, we've all come to realize that our workforce is truly our most important asset.

Don't let your next company picnic or outing be an empty investment. Choose your location carefully and consider the true objectives of your outing to maximize the value of the event for your guests and your company.

Based on this information, it becomes clear that some company picnic venues are better choices than others. In recent years, family fun parks like Swings-N-Things Family Fun Park in Olmsted Falls, Ohio are widely becoming recognized as the "PERFECT VENUES" for company picnics – big and small. These locations feature the perfect blend of the old-fashioned company picnic along with exciting attractions for guests of all ages. Large grass areas for volleyball and potato sack races and private picnic areas provide the best elements of a traditional outing. Then add the high speed thrills of Go Karts, the competition of Mini Golf, the wet and wild fun of the Bumper Boats to deliver the excitement and fun that your guests crave. Put it all together and you have the perfect venue to create interaction, build your "corporate family" and improve morale. After all isn't that what it's all about, right?

If planning an event in Northeast Ohio you can learn more about Swings-N-Things by calling 440.235.4420 ext. 125 or by visiting [www.SNTfun.com](http://www.SNTfun.com).

## We Think The Choice Is Clear.

Swings-N-Things is family-owned and operated and has been creating memories for over 30 years. We believe that you will find that our attention to detail is unprecedented and that we will do everything we can to create the most memorable event possible and exceed your expectations at every opportunity!

Whether your guests want to spend a leisurely day in our beautiful Picnic Pavilion reminiscing with old friends and colleagues or they want to spend the day with their families and co-workers enjoying all the exciting family attractions Swings-N-Things has to offer, we feel that Swings-N-Things IS the perfect venue for all your employees to have a memorable day. Our 13-acre park is the perfect size to accommodate groups up to 2,000 guests but small enough for everyone to enjoy the camaraderie of their co-workers, friends and families.

Of course, we hope the sun is shining on the day of your event as much as you, but if it rains – no problem! Rest assured that ALL of our attractions can operate in a light to moderate rain! (Even guest favorites like the Go Karts and Batting Range!)

**Chris Heinebrodt**  
440-235-4420 ext. 125  
[cheinebrodt@sntfun.com](mailto:cheinebrodt@sntfun.com)

