

Healthcare Event Planning Guide

Helping hospitals and health systems celebrate their teams with food trucks.

PREPARED BY ATLANTA FOOD TRUCK ASSOCIATION



Designed for: HR • Employee Experience • Nurse Leadership • Hospital Administration

From Nurses Week and staff appreciation to diversity celebrations and summer events, the best healthcare events give teams a reason to step away, recharge, and connect.

Here's how food trucks make recognition feel more meaningful while keeping planning simple across departments, schedules, and locations.

1 Why Work With ATLFTA?

- ✓ Access to a vetted network of local food trucks
- ✓ One point of contact from planning to event day
- ✓ Flexible service for day and overnight shifts
- ✓ Meal ticket systems for easy staff-only service
- ✓ COIs, permits, and vendor logistics coordinated
- ✓ Scales from one truck to system-wide programs

2 Popular Healthcare Events

Nurses Week

Hospital Week

Staff Appreciation

Diversity Week

Doctors' Day

EVS Week

Wellness Days

Summer Celebrations

Holidays

WHERE FOOD TRUCKS SHINE MOST

Nurses Week makes recognition feel meaningful

Diversity Week celebrates cultures through global cuisines

Summer Celebrations create a fun, low-lift way to recognize staff

3 Customize Your Event Experience

What experience do you want to create?

The right setup depends on your schedule, service locations, menu variety, and the experience you want to offer, not headcount alone.

1 truck

Staff Pick-Me-Up

Ideal for coffee, lunch, or dessert at one department, office, or hospital location.

2 trucks

Add Variety + Coverage

Add a second cuisine, serve two areas, or stagger service to reach more of your team.

3+ trucks

Large-Scale Celebration

Build a varied lineup for Nurses Week, Diversity Week, Hospital Week, or major staff appreciation events.

4 Real FTA Event Examples

Diversity Week Celebration

Attendees

Hospital employees

Servings

7,035

Trucks

16 food trucks

Service

Multiple locations & shifts

Sixteen food trucks brought cuisines from around the world together for a large-scale celebration of the hospital's diverse community.

Summer Staff Celebration

Attendees

Hospital employees

Servings

2,750

Trucks

10 dessert trucks

Service

Day & overnight service

Ten dessert trucks brought a summer treat to hospital staff across daytime and overnight service, making appreciation accessible beyond the traditional workday.

Planning Your Next Healthcare Event?

From selecting vendors to coordinating service windows, locations, permits, insurance, and event logistics, our team manages every step so you can focus on celebrating your people.

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