

Corporate Event Planning Guide

Helping companies create memorable workplace events with food trucks.

PREPARED BY HOUSTON FOOD TRUCK ASSOCIATION



Designed for: HR • Workplace Experience • Office Managers • Executive Assistants

From team lunches and employee appreciation days to product launches and company-wide celebrations, the best workplace events give people a reason to step away from their routines and connect.

Here's how food trucks make corporate events feel more rewarding, engaging, and easy to coordinate.

1 Why Work With HOUFTA?

- ✓ Access to a vetted network of local food trucks
- ✓ One point of contact from planning to event day
- ✓ Food truck lineups tailored to your event goals
- ✓ Coordination, scheduling, and logistics handled
- ✓ Wide variety of cuisines and dietary options
- ✓ Scales from one truck to large company events

2 Popular Corporate Events

Employee Appreciation

Client Appreciation

Office Lunches

Summer Kickoffs

Team Building

Recruiting Events

Holiday Parties

Conferences

WHERE FOOD TRUCKS SHINE MOST

Employee Appreciation makes recognition feel meaningful

Office Lunches give teams a chance to connect & recharge

Client Events leave a genuine, lasting impression

3 Customize Your Event Experience

What experience do you want to create?

The right setup depends on the atmosphere, menu variety, and flow you want — not attendance alone.

1 truck

Office Pop-Up

Ideal for a morning coffee truck, employee lunch, or afternoon ice cream stop.

2 trucks

A Sweet + Savory Pair

Pair a savory main with a sweet treat for a catering experience that feels complete.

3+ trucks

Full Menu Variety

Bring several cuisines together side by side for company-wide events, conferences, holiday celebrations, and more.

4 Real FTA Event Examples

Employee Appreciation

Attendees

Employees

Servings

250

Trucks

1 specialty coffee truck

Window

3-hour service

A specialty coffee truck gave employees an easy morning pick-me-up they could enjoy whenever it fit into their day.

Industry Conference

Attendees

Event Guests

Servings

3,500

Trucks

6 food trucks

Window

4-hour service / 2 days

Six food trucks gave attendees multiple dining options while making lunch simple and convenient between sessions.

Planning Your Next Corporate Event?

From selecting vendors to coordinating arrival times, service windows, and logistics, our team manages every step so you can focus on your event.

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