

# Corporate Event Planning Guide

Helping companies create memorable workplace events with food trucks.

PREPARED BY MINNEAPOLIS 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 MPLSFTA?

- ✓ 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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