PLANNING STEPS

CHECKLIST

Selection of site and destination

Research:

• the program (conference specifications)
• required features at the site, especially access to venue
• potential destinations – facilities and features

Selecting the type of conference site:

• hotel
• resort venue
• gaming venue
• cruise ship
• college or university
• conference centre

Matching the conference with the venue:

• opinion of members
• preference and current popularity of site
• size of group
• whether an exhibition is to be included
• style of conference/meeting – incentive/product launch will be spectacular
• easy access to and from venue

Site visit selection checklist to assess:

• available function rooms
• food and beverage
• amenities
• management philosophy
• stability of staff and ownership
• service policies
• union contract
• references from recent clients

Selection of destination:
• call Convention and Marketing Bureaus (CMB)
• do not recommend supplies or negotiate on your behalf
• will research facilities availability
• may give introductions
• will supply visitors guides and local maps
• planning guide – names of suppliers
• hotels
• travel agencies
• restaurants
• ground operators – transfers
• research other guides
• Dawsons
• information guides
• Marriott

Selecting a venue
• destination chosen which matches the meeting needs
• send a request for proposal (RFP) to CMB or directly to the primarily chosen facilities
• available space checked against meeting dates
• ask what the forecasted occupancy is for the meeting dates.