



A word cloud of terms related to meetings and planning. The words are arranged in a non-linear fashion, with 'Meetings' and 'Strategy' being the largest. Other prominent words include 'Planning', 'Attendees', 'Goals', 'Experience', and 'Education'. Smaller words include 'Hotels', 'CVBs', 'ROI', 'Quality', 'Face-to-Face', 'Contracts', 'Help', 'Hybrid', 'Registration', 'Suppliers', and 'Inclusivity'. The colors used for the words are primarily blue, purple, pink, and red.

Hotels  
Education  
CVBs  
**Meetings**  
ROI  
Goals  
Quality  
Face-to-Face  
Contracts  
Attendees  
Help  
Inclusivity  
**Strategy**  
Hybrid  
Suppliers  
Registration  
Experience

# Today's Goals

- **To provide tips on running an event including:**
  - What you should consider when bringing groups of people together:
    - The goal of the event
    - Education
    - Create memorable, favorable experiences
    - Connection and networking opportunities
    - Details to consider
    - Sponsorship overview

# Resources

- **Who should you work with? Who can help?**
  - CEC headquarters
  - Destination CVBs
    - A CVB is a Convention and Visitors Bureau or tourism bureau. These organizations provide education and resources to local communities and travelers with the aim of promoting travel to a location, events and conventions in the area, and other hospitality business.
    - <http://www.cvent.com/rfp/convention-visitors-bureau-directory-ee12b9994b424e4f91f7d48ae60d170c.aspx>
  - National Hotel Sales Contacts/Partner
  - Leverage relationships, big picture opportunities; CEC has Global Representation with Hilton, Hyatt, and Marriott Hotels
  - DMC's
  - Local Planning Committee
  - Local Schools

# Planning Your Event

- Establish Goals and Objectives
- Type of Meeting
  - Face-to-Face
  - Hybrid
  - Digital/Virtual
  - Revenue Generating
  - Educational
- Target Audience
- Content Delivery
- Attendee Experience
- What does success look like?

# Attendee Experience

- **You have your goals and objectives – now think about your attendee.**
  - ▣ What does that experience look like?
  - ▣ When does it start?
  - ▣ When does it end?
  - ▣ Ask Why?

# Location, Location, Location

- **Things to consider when choosing an event location:**
  - ▣ History of your event (where have you already been)
  - ▣ Survey results
  - ▣ Geographically attractive/desirable/will it sell
  - ▣ Safety first
  - ▣ Politically correct
  - ▣ Convention Center/multiple hotels
  - ▣ Off-site venues
  - ▣ Affordable
  - ▣ Walkable
  - ▣ Attractions
  - ▣ How will the destination support your event?

# Hotels

- **Things to consider when choosing hotels:**
  - ▣ How many guest rooms does your event need?
  - ▣ How much meeting space/exhibit space do you require?
  - ▣ Room set up?
  - ▣ Does the hotel contain your event? Overflow?
  - ▣ Special accommodations?
    - VIPs
    - Sub-blocks
    - Student blocks
    - ADA rooms
    - Suites
  - ▣ Date flexibility?
  - ▣ Concessions & comps

# Hotel details...details...details...

## □ **Set-up**

- Will all of your meeting rooms stay the same throughout the event? If not, will the venue charge to change the set-up?
- Will you need rooms locked (staff offices, expo hall, etc.)?

## □ **Wifi**

- Is Wifi provided in meeting rooms and public areas? If not, what is the cost?

## □ **AV**

- Are you allowed to bring in your own AV, or is there a company you must use?

## □ **Electrical**

- Will you need extension cords, power strips, etc. at tables or at registration? Will there be a charge for those?



# It's all in the details.....

- Registration
- Sponsor/Exhibitor/Display tables
- Staff office/storage
  - Is storage close enough to wherever you need to move your boxes, or do you have a dolly/cart/someone who needs a workout?
- Private rooms
  - Nursing room
  - Prayer room
- Restroom availability
  - Will you need family restrooms?
  - Does your registration team know where the restrooms are (number one question you'll be asked!)

# Food & Beverage

- **Are you providing meals/beverages as part of your event?**
  - ▣ If not, where can attendees go for lunch/breakfast/coffee?
  - ▣ If yes, where will it be? Working lunch, unique space options, etc.
- **Have you asked for/considered dietary restrictions?**
  - ▣ Common restrictions/allergies:
    - Vegetarian
    - Vegan
    - Allergen-free (dairy, nut, gluten, soy, seafood)
  - ▣ Ask the venue to indicate ingredients and/or dietary highlights on displays
  - ▣ Negotiate any requested considerations PRIOR to contracting

# Sponsorships

- **Analyze touch points throughout your event that are sponsorship opportunities.**
  - Where are you branding?
  - What are you showcasing to your attendees?
  - Event Announcements
  - Registration Pages
  - Educational Sessions/Speaker Introductions
  - Footprints, Floor decals
  - Attendee Give-a-ways/Tote Bag/Water bottles/
  - Food and Beverage/Coffee Breaks/Water Stations
  - Off Site Events/Venues
  - Banners/Signage
  - Hotel key card
  - Transportation companies/step/escalators/elevators
  - Collateral – Pre/During/Post
  - Guest Room Drops
  - Awards/Entertainment
  - Exhibitors
  - Suppliers - Photography/Florists/Destination

# Questions & Answers

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