



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', 'Quality', 'Education', 'CVBs', 'Hotels', 'Contracts', 'ROI', 'Face-to-Face', 'Inclusivity', 'Hybrid', 'Registration', and 'Suppliers'. The colors used for the words include shades of blue, pink, purple, and teal.

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

RFP Template

4



<Name of Conference> Request for Proposals

<First Contact Information>
Name
email
phone number

<First Contact Information>
Name
email
phone number

Contact Info
<address>
<website>

Send submissions and questions to <contact>

Decision Schedule

RFP Distribution:	<insert date>
Proposal Submission Deadline:	<insert date>
Semi Finalists Announced:	<insert date>
Site Visits Performed:	<insert date>
Selection Announced/Approved:	<insert date>
Contract Finalized:	<insert date>

Cities Receiving this RFP

<list all cities receiving RFP>

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



Sharyn Weiss

Director, Strategic Partnerships
sweiss@exceptionalchildren.org



Brannan Meyers

Director, Component Services
bmeyers@exceptionalchildren.org