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
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](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?
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
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