

Conference & Event Planning 101:

A beginners' guide to
planning conferences,
meetings, special events
and establishing a
successful hospitality
ministry.

MOST IMPORTANT!!

MEETING PLANNER

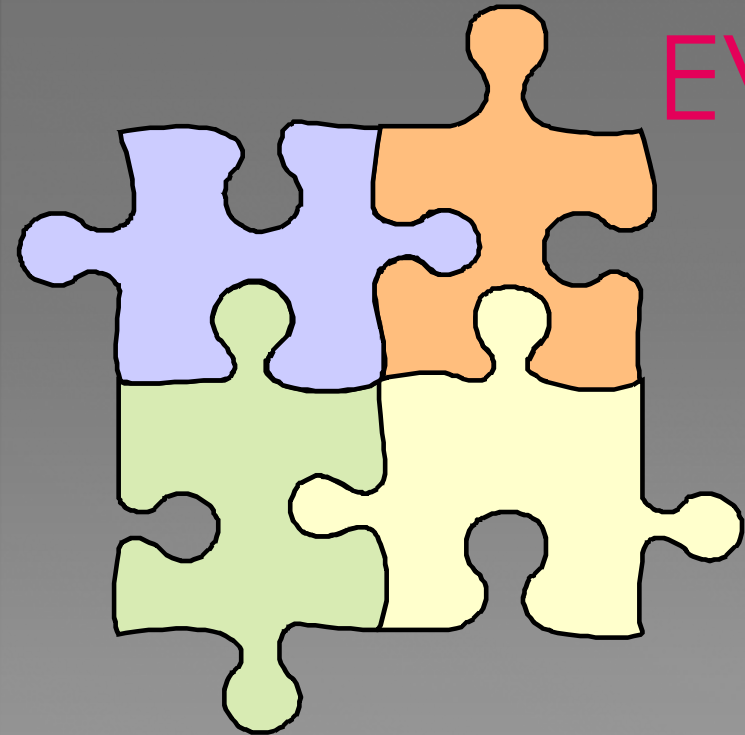


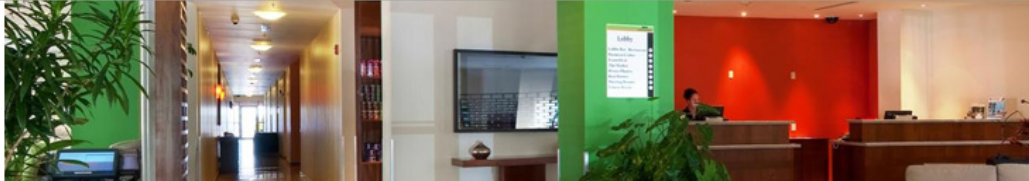
- MULTI TASK
- TIMELINESS
- GRACIOUS
- CALM
- DETAILED
- POISED
- DECISION MAKER
- LEADER

MOST IMPORTANT!!!

MEETING PLANNER

PRESENTATION IS
EVERYTHING!!





Let's Walk Through the Event Planning Process Together

When you plan at Marriott or Renaissance, you can be sure of one thing: You are not alone. Every tool you'll need - including conference planning guides, other event planning guides and meeting planning services - is at your disposal.

Getting Started

- ⊕ [Preplanning](#)
- ⊕ [Budgeting](#)
- ⊕ [Booking](#)

Planning Your Meeting

- ⊕ [Food & Beverage](#)
- ⊕ [Meeting Room Setup/Configurations](#)
- ⊕ [Audiovisual Equipment](#)

Meeting Details

- ⊕ [Negotiating](#)
- ⊕ [Contracts](#)
- ⊕ [Preparing for Unexpected Situations](#)
- ⊕ [Post-Meeting/Follow-Up](#)

Meetings & Events

Weddings

[JW Marriott Weddings](#)
[Marriott Hotels & Resorts](#)
[Weddings](#)

Business Meetings

[Innovation Network - Meetings & Special Events](#)
[Green Meetings and Events](#)

Rewarding Events - Earn Points

Specials

[Eastern U.S.](#)
[Central U.S.](#)

QuickGroup - Book Small Groups

[Team Travel](#)



Convention Industry Council

Advancing the Meetings, Conventions, Exhibitions and Events Industry

Login to your account

- CIC Members
- CMP
- Standards & Practices
- Hall of Leaders
- Research & Info
- Calendar/Events
- Marketplace

- APEX Initiative
 - Accepted Practices
 - Event Specifications
 - Requests for Proposals
 - RFP Workbook - NEW
 - Housing & Registration
 - Post-Event Reporting
 - Meeting & Site Profiles
 - Contracts
 - Technology Partners
 - APEX Toolbox
 - APEX FAQ
 - APEX Leadership
 - More Information
 - Industry Glossary
 - Glossary FAQ
- APEX/ASTM Standards

Event Specifications Guide



Download the APEX Event Specifications Guide

- [Microsoft Word file](#)
- [PDF file](#)

Current CMPs CMP Candidates

[Recertification](#)
[CMP Conclave](#)
[CMP Directory](#)



2012 CASE STUDY

PROCESS

- Themes and Vision
- Budgets
- Contract negotiation
- Timelines

THEME & VISION

- Starting with the End in Mind:

Creating Objectives for Meetings and Events

- Return on Investment (ROI)

THEME & VISION

- Establish measurable meeting objectives before planning and designing a meeting or event.
- Collect necessary data before the creation of the meeting.

BUDGET

The Bottom Line

- One of your first considerations is to determine whether your meeting is intended to make a profit, break even or lose money.
- If you have no financial history (new meeting) then you must build your budget based on your estimates of potential income and likely expenses (zero – based budgeting)

BUDGET

The Bottom Line

- Create a realistic functional income and expense budget for the meeting.
- Increase income and/or reduce expenses in order to meet financial reports.
- Produce specific financial reports that show the financial status of the meeting.
- Manage funds prior to the meeting, on-site and post operational performance .
- Announce Return on Investment (ROI)

CONTRACT NEGOTIATION

- Service for which the meeting manager bargains or negotiates a formal contract:

Vendors (Registration, Audio Visual, Food & Beverage, Programming, Website, Transportation, Air)

Facilities (Hotel, Convention Center, Restaurants, etc..)

TIMELINES

- Includes each task to be accomplished and is the core of the program plan.
- Includes deadlines required for planning the entire event from site selection through post – meeting evaluation.

SITE SELECTION

Basic Steps:

1. Determine the physical requirements of the meeting.
2. Consider attendee interests and expectations.
3. Select a destination and the type of facility.
4. Prepare meeting specifications and a request for proposal (RFP.)
5. Review and evaluate sites.
6. Select the site.

SITE SELECTION

TOOLS

- Convention & Visitor Bureau (CVB)
- Independent 3rd party site selectors:
 - Helms Briscoe
 - Experient
 - Smith Bucklin
- Global sales officers major chains:
 - Marriott, Hyatt, Starwood, Hilton,
 - Intercontinental Hotels

MEETING PROCEDURES

- Registration
- Housing and Room Block Management
- Food and Beverage Arrangements
- Exhibitions
- Signage

REGISTRATION

Process

- Set Fees: Advantages of advance registration for both the planner and the attendee.
- Purpose of information gathered during the registration process (badges, counts, special needs, fees.)
- Set-up and management of online registration.
- Set-up and management of onsite registration.
- Assemble a complete registration packet.

FOOD & BEVERAGE

- ◉ Recognize the role food and beverage plays in a meeting.
- ◉ Types of meal functions.
- ◉ Cost-saving options for food and beverage events.

SPEAKERS

- Keynote Speakers
(one per day, paid)
- Master Speakers
(one per track, paid)
- Presenters
(2-3 per session, non paid)

AUDIO VISUAL

- Facilitates meeting communication
 - > Audio
 - > Visual display
 - > Lighting (Gel, Gobos, Wash, Spotlight, LED, etc..)
 - > Specialty systems
- Its services are continuously evolving with new technology: IPOD, WEBCAST, ETC..
- Equipment available for use:
 - Microphones
 - Speaker Systems
 - Recording Equipment
 - Visual Equipment
 - Display Devices
 - Projection Screens
 - Video

ENTERTAINMENT

- Major enhancement to an event.
- Top-name entertainers can be used to attract attendees, add prestige, and provide an unforgettable experience.
- Key Factors:
 - Budget
 - Preference of attendees/
Demographics
 - Objective of the event

STAFFING

- Pre- Event

- > Meeting Manager
- > Registration and Housing Manager
- > Sponsorship Manager
- > Marketing Manager

- On-Site

- > Registration staff (1 per 200)
- > Volunteers (one staff per 20 attendees)

DÉCOR





TABLE SETTING PLACEMENT



TABLE SETTING DÉCOR



FLORAL ARRANGEMENTS





GENERAL SESSION STAGING



AWARDS BANQUET STAGING



AWARDS BANQUET STAGING



STAGING



STAGING



Sardinia,
Italy
Awards
Décor



Dubai, UAE Outdoor





OUTDOOR RECEPTION



ENTERTAINMENT MONTREAL POLICE



THE
MARCH 1997
COUNCIL OF
MAYORS



ENTERTAINMENT – PAPARAZZI



ENTERTAINMENT / DECOR





12 Things You Can Do To Green Your Meetings

Use natural light where possible;

Lower heating/cooling systems and
lighting on move-in and move-out;

Use paint with low- or no-VOCs
(Volatile Organic Compounds);

Buy local and organic food,
and buy it in bulk;

Use recycled paper and print with soy inks;

Don't print what you don't need;

Reuse signs or use biodegradable
paper-like products;

Do not use cut flowers or plants;

Do not supply water bottles and don't
pre-fill water glasses;

Use China service
instead of paper flatware;

Recycle and compost all waste;

Ensure that your event is carbon
neutral by purchasing carbon offsets

ALWAYS REMEMBER:

- YOU ARE EQUIPTED TO DO THE JOB
- NO FEAR
- JUST DO IT