Meeting and Event Planning
for Travel Arrangers

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LEARNING OBJECTIVES
• Review the one essential step required for any successful meeting.
• Discuss Contracts
• Outline Negotiation Activities
• Address trends in Meeting design, Room set, and F&B that can be incorporated into meetings & events.

MEETINGS ARE A STRATEGIC PART OF THE BUSINESS PROCESS

What kinds of Meetings and Events does your Unit DO?

Meetings and Events Come in All Shapes and Sizes:
• Internal vs External
• Required vs Voluntary
• F2F / VIRTUAL / HYBRID
• SIZE
• LOCATION
• FREQUENCY

BUT………………
There is one Thing in COMMON
There is a GOAL and OBJECTIVES!

IF THERE IS NO REASON TO MEET
YOU SHOULDN’T BE PLANNING A MEETING!

EVERY MEETING / EVENT PLANNING DECISION YOU MAKE SHOULD BE LINKED TO THE GOAL AND OBJECTIVES

Your Stakeholders Determine The Goals and Priorities

CREATE A GOAL MATRIX

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Who are YOUR Stakeholders?
Get Stakeholders to agree on Goals to secure BUY IN

Take the RESULTS so you can measure....

What Are Goals and Objectives?

Objectives: The measurable, attainable target(s). That, when accomplished, supports the goal.

Balance your Priorities!
ALLOCATE YOUR BUDGET WISELY

HERE'S THE BOTTOM LINE....

• WHAT DO YOU WANT ATTENDEES/STAKEHOLDERS TO RETAIN OR DO?
• WHAT ARE THE OUTCOMES NECESSARY FOR SUCCESS?
• WHAT DO YOU NEED TO MEASURE?
  • STATISTICS
  • REACTION
  • LEARNING
  • APPLICATION
  • BUSINESS IMPACT
  • RETURN ON INVESTMENT
DEFINE GOALS AND OBJECTIVES FIRST
CREATE BUDGET AND SOURCE VENDORS SECOND

EFFECTIVE CONTRACTS AND NEGOTIATION
BEGINs WITH STRONG REQUEST FOR PROPOSAL

RFPs MUST INCLUDE:
• DATES
• RATES
• SPACE (# AND TYPE)
• ATTENDEE COUNT
• EVENT PATTERN
• DECISION DEADLINES
• OTHER VENUE CONSIDERATIONS

Consider what you MUST HAVE vs. what you WANT
Needs are non-negotiable
Wants can become the basis for negotiations

Contract Elements
Preamble
Event Details
Sleeping Rooms
Food and Beverage
Function Space
Billing Arrangements
Termination
Cancellation and Attrition
Insurance / Indemnification
Final Section

Adapted from:
ONE: Create your Own Contract

TWO: EVERYTHING IN WRITING

THREE: READ EVERY WORD

FOUR: NEGOTIATE FOR AMENITIES

FIVE: SPECIFY PENALTIES

SIX: SELL YOUR EVENT
SEVEN: WORK WITH THE VENUE

EIGHT: USE YOUR LEVERAGE

NINE: NEVER NEGOTIATE AGAINST YOURSELF

TEN: ASK QUESTIONS

ELEVEN: DON’T KEEP YOUR BUDGET A SECRET

TWELVE: TREAT SALES CONTACTS LIKE FRIENDS
HERE’S THE BOTTOM LINE….

• Start with the Four Big Requirements
  • (Budget, Dates, Space, #)
• Realistic Head Count
• Don’t be Pressured by Sales Tactics
• Customize the event menu / piggy back
• Negotiate Free Event Space
• Negotiate Minimums and Cutoff Dates
• Union Contracts/Required Vendors
• Negotiate A/V and Wi-Fi

AUDIENCE CENTERED DESIGN

Why do we always have to have meetings and events in traditional venues?

What about...

• Parking Garages
• Museums
• Restaurants
• Attractions
• Sports Arenas
• Concert Halls & Theaters
• Nightclubs
• Historic Homes and Gardens
• Helicopter Pads
• Empty Office Buildings
• Libraries
• AND?

Room set is extremely important to the success of a meeting, and a serious responsibility for the meeting professional to manage.

- Convention Industry Council Manual

Traditional Room Design Factors

• Location in facility
• Obstructions
• Restroom Accessibility
• Acoustics
• Temperature Control
• Noise Leakage
• Portable Wall Quality
• Sound System
• Appearance
• Kitchen Location
Room Sets
Create an Expectation for Participation

New Style Room Sets
General Sessions

Multiple stages to keep the audience’s attention.

New Style Room Sets
General Sessions

New Style Room Sets
Daylong Events

New Style Room Sets
Breakout Sessions

New Style Room Sets
Breakout Sessions
Delivery Strategy

- Chunking Content
- Storytelling
- Images
- Frequent Q&A
- Group Work Discussion
- Spaced Repetition

What happens when we ignore....

Diets
Religious Observances
Wellness
Physical Limitations
Generational Differences

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When attendees comfort and needs are addressed...

THEY FEEL WELCOMED

Great Meeting Design Happens When

WE HAVE COMPLETE KNOWLEDGE OF OUR STAKEHOLDERS AND THEIR GOALS

Talking about Attendees and Food

- Accommodating allergies
- Farm to table
- Hand crafted
- Gluten free
- Ancient grains
- Comfort foods in micro-portions
Talking about Attendees and Food

- Experiential Catering
- Comfort Food Remodels
- Barbeque Re-dos (Cultural Influences)
- Casual Food Service (THINK: Shake Shack)
- Non Traditional Tacos
- Plant Based Entrees
- Minimizing Food Waste
- High End Alcohol Free Drinks

Meal Delivery and Communication Strategies

NOT JUST TO STAFF!

Having a Healthy Meeting

- Introduce Whole Food Nourishment
- Incorporate Movement
- Offer Guided Breaks
- Incorporate Spiritual Practices

HERE’S THE BOTTOM LINE....

- Consider unique venues
- Review the basics of Room Selection / Design
- Consider activities that allow for:
  - Collaboration
  - Benefit the community
  - A change of pace
- Use different room Sets
- Use Content Strategies to Engage Audience
- Menu requirements don’t have to be hard

Technology for Planners

Technology for Planners
HERE'S THE BOTTOM LINE....

• A lot of FREE SOFTWARE
• Where do you need the most help?
• Technology for Achieving Goals
• Online Communities

Resources

• Event Industry Council
• Professional Convention Management Association
• Exhibitor Online
• Meetings Net
• Meetings Professional International
• WWW. SocialTables.Com
• WWW. PlanningPod.Com

Resources

• WWW. SuccessfulMeetings.Com
• www.meetings-conventions.com
• www.mpiweb.org
• WWW. Planyourmeetings.com
• WWW. CorbinBall.com
• Marie Tamayo
• Kristi Casey Sanders
• Dan Berger