

The Decision-Making Process for Selecting Meeting & Special Event Services

Conferences, celebrations, promotional events, training activities, & other gatherings can be memorable moments. However, without proper planning, organization, & execution, they can quickly become expensive, stressful, & unsuccessful endeavors. Problems can surface almost anywhere, including unclear expectations, setting (& sticking to) a budget, choosing the right locations & vendors, managing the registration process, balancing differing opinions as to what makes a “perfect” event, & lack of adequate on-site management. Too often, the host ends up “working” at their own event because no one is “in-charge” of all the little details that make the difference between “just another meeting” & “wow, what an event!”

Given today’s hectic schedules & fewer in-house resources, more individuals & organizations are delegating some or all of these tasks to us. As we specialize in meeting & convention planning, special events production, & destination management services, we can reduce stress, maximize your budget, prevent expensive mistakes, facilitate complex internal & external relationships, & give you a sole point of contact & coordination.

Depending on the level of assistance & contract terms, fees are charged by the hour, activity, or as a percentage of the overall budget. All prices will be locked-in at the time of contract execution, subject to changes in your specifications.

Resist the temptation to focus on the lowest bid. In this industry, the lowest bid may be reflective of a company with an unproven track record, questionable resources, or other adverse factors that could come back to haunt you & your event. Instead, seek to establish a strategic partnership with a company that has a good reputation & strong relationships with venues & vendors in the area.

When considering a provider for these services, keep these factors in mind:

- Years in business, including experience with your type of event
- Insurance coverage
- Industry & trade affiliations
- Does the company subscribe to Accepted Practices Exchange Standards (APEX), as established by the Convention Industry Council?

Don’t rely solely on phone or Internet quotes. If possible, meet face-to-face with providers to ask questions, note their responses, & observe their behavior. Can the company demonstrate a broad knowledge & experience in their area of specialty, to include contingency planning? What is their willingness to work with your ideas & budget? Gauge their ability to offer constructive guidance & direction.

Return-on-Investment (ROI)

At first glance, the cost of an outside company providing some or all of these services may seem to be nothing more than an additional cost. However, we provide added value for your budget dollars

because of our intimate knowledge of the industry, established relationships with local venues & vendors, better contingency planning, & the fact that there is no learning curve as to the intricacies of how the various components of the process interact. We know the “Tricks of the Trade” that can save you money, time, & headaches.

Many times, we can also negotiate better pricing & contract terms not available to the general public because of our volume usage of products & services.

Ultimately, you get a higher quality & more cost-effective outcome, while giving you more time to concentrate on your primary business & professional objectives.