

Red Hot Events

Event Planning Procedures
For Red Hot Copy

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Section I | Pre-Event

EVENT VENUE

Step 1 | Team Meeting - Discuss Event Details

The first step in planning Red Hot Events is for key team members to carefully consider and discuss the following (See Form|Preliminary Event Planning.doc):

1. Primary objective
2. Secondary and tertiary objectives (if any)
3. Key players (speakers)
4. Team members
5. Event schedule
6. Budget (the more specific, the better)
7. Attendee target market
8. Proposed number of paid attendees (best guess at this point, but dream big!)
9. Meals included with registration
10. Type of facility that would be a good match for event
11. Two date options (avoid holidays and pre/post holiday weekends if possible, consider convention schedules and mid-week dates to realize substantial price breaks)
12. Extra-curricular activities that are event-related (welcome reception, cocktail party, movie, group outing, etc.)

The more details known ahead-of-time, the better because it allows all team members to perform their tasks from the same understanding. Pre-planning also aids in choosing the perfect venue and negotiating a contract that most benefits RHC.

After the preliminary planning discussions are complete, it is time to begin researching venue options.

Step 2 | Research Venues

The best way to choose a venue is to thoroughly investigate all options. Finding the perfect venue is worth the time invested and will ensure that the event is managed well, and well-remembered by the attendees.

The best suggestions come from recommendations. The first attempt at finding a location should be to contact business associates and ask for input. They are usually eager to share insider knowledge based on their personal experiences.

First, email 10-15 key members from the RHC distribution list asking for suggestions regarding meeting venues in the general vicinity you are considering.

Secondly, using the internet, perform a search for venues in the general geographic area by contacting:

1. convention centers
2. visitors' bureaus
3. sales offices of major hotel chains
4. boutique venues for smaller groups (bed & breakfast/small inn options)

In the preliminary investigation, it is important to assess whether or not each facility will meet the needs of your event. Following are general guidelines for the hotel, sleeping rooms, and meeting rooms:

1. Hotel Guidelines

- a. Sufficient conference room(s) for all meeting needs
- b. Catering (for meals included with registration)
- c. Restaurants (a variety of onsite and offsite options for meals not included in registration)
- d. High speed internet access
- e. AV capabilities
- f. Transportation to and from hotel/resort
- g. Nearby tourist attractions
- h. Easy accessibility to an international airport

2. Sleeping Room Guidelines

- a. Onsite, preferably with:
 - i. In room coffee maker
 - ii. Refrigerator
 - iii. Hair dryer
 - iv. Iron/ironing board
 - v. Robe
 - vi. Morning newspaper
 - vii. High speed internet access
 - viii. Work station
 - ix. Check-in and check-out times

3. Meeting Room Guidelines

- a. Size of rooms sufficient for each activity of each day
- b. Layout (refer to the room set-up style section below)
- c. Group needs for breakfast, lunch, dinner (in the meeting room, an onsite restaurant, or offsite restaurant)
- d. AV needs – audio/video (including a PowerPoint screen and player and wireless microphone capabilities)
- e. Internet/Telephone connections (for credit card sales)

Step 3 | Initial Hotel Contact

Contact 4-6 hotels and talk to the Sales Manager. At this point you will not be discussing pricing. You will **conduct a general interview** to (see) decide if the hotel is even an option. The final determination will be made after asking the following questions and compiling the information on a spreadsheet for easy side-by-side comparison (See Form|Hotel Comparison.xls):

1. Are the dates of _____ and _____ available?
2. Conference Room Requirements
 - a. Do you have enough meeting space to accommodate our entire group of ____ people?
 - b. Are additional rooms available on our dates for breakout sessions or other activities?
3. Meals
 - a. Based on preliminary planning, _____ (breakfast, lunch, break, dinner) will be provided to the attendees. What location options are available (in the meeting room, in an onsite restaurant, or other hotel area)?
 - b. Options for additional meals will need to be provided to the attendees.
 - i. Is there an onsite restaurant?
 - ii. Tell me about offsite restaurants.
 1. How many?
 2. How close? Walkable?
 3. Specific names

