

PLANNER CHECKLIST

BUDGET

- Identify all expenses
 - *Awards
 - *Audiovisual services
 - *Credit card fee
 - *Entertainment
 - *Equipment rental (computers/copiers)
 - *Exhibits and exhibit space and fees
 - *Extra helpers
 - *Gratuities
 - *Guest tours
 - *Housing fees
 - *Insurance
 - *Internet
 - *Mailing and postage
 - *Meals, beverages and snacks
 - *Photography
 - *Printing and photocopying
 - *Security
 - *Signs and decorations
 - *Space/facility rental
 - *Speakers' fees
 - *Sponsorships
 - *Transportation
 - *Web development
- Identify all income
 - *Advertisement in programs
 - *Contributions/sponsorships
 - *Exhibit space rental
 - *Grants
 - *Guest tour fees
 - *Member assessments
 - *Other financing
 - *Override on functions
 - *Registration fees
- Set up master accounts
- Establish deposit policies
- Determine registration fees

TIMING

- Determine length of meeting
- Choose days of week
- Set meeting dates
- Double check for conflicts
- Plan housing arrival and departure dates
- Flexibility with dates

SELECT YOUR HOTEL

- Availability
- Accessibility
- Appearance, both inside and out
- Sleeping rooms, rates and upkeep
- Wireless Internet (free or charge)

- Meeting rooms
 - *Lighting
 - *Number
 - *Obstructions
 - *Type
 - *Upkeep
 - *Ventilation
- Exhibit Space
 - *Access
 - *Ceiling Height
 - *Drayage, storage, decorating and service
 - *Exhibitor fee
 - *Internet access
 - *Lighting
 - *Number of booths available
 - *Rental charge
 - *Utilization
 - *Ventilation

MEETING ROOMS

- Determine size of main meeting room based on number of delegates in general sessions.
- Identify need for other meeting rooms
- Decide on room set-up
- Arrange for recording equipment, if needed
- Determine cost of meeting rooms
- Check accessibility for persons with disabilities
- Determine if desired amenities are furnished
- Identify general audiovisual requirements

ARRANGE HOUSING

- Obtain room block commitments
- Determine reservation policy
- Set date for reservation policy
- Establish cancellation policy
- Establish deposit policy
- Confirm check-in/check-out times
- Send information to meeting participants
- Allocate complimentary rooms
- Arrange VIP accommodations
- Reserve hospitality suites
- Determine master account procedures and decide on signature authorization

MEETING CONTENT

- Determine meeting objectives
- Establish overall meeting theme
- Outline specific programs
- Decide on entertainment
- Outline a tentative agenda
- Appoint program chairman
- Select speakers and presenters—review fees
- Determine audiovisual requirements
- Decide on companion programs

FOOD & BEVERAGE REQUIREMENTS

- Decide on number of banquets to be held at meeting facility and/or other locations
- Select locations
- Decide on other meal functions
- Estimate attendance at each meal function
- Select menus (wine, if desired)
- Obtain costs
- Decide on host or no-host bar (if desired)
- Decide on ticket system for meals and cocktails
- Arrange for additional service personnel
- Select, book entertainment
- Consider audiovisual requirements at banquet
- Determine security needs
- Plan, order decorations
- Determine food and beverage requirements for hospitality suites

SPECIAL ACTIVITIES

- Decide on recreational functions
- Reserve outside facilities (i.e., golf courses, etc.)
- Consider meeting theme in event planning
- Organize tours and sightseeing
- Organize companion activities
- Arrange for children's activities
- Plan pre- and post-convention tours
- Establish contact with ground operator
- Contact GDMCVB for ideas

ATTENDANCE PROMOTION

- Establish attendance goals
- Produce pre-meeting publicity releases and ads
- Produce meeting announcements and pre-registration mailers/emails
- Make initial and follow-up mailings/emails
- Take advantage of promotional materials available through the GDMCVB
- Create web page for meeting
- Increase attendance
- Sell more exhibit/vendor space
- Sponsorships

TRANSPORTATION & FREIGHT

- Obtain schedule for airlines, buslines
- Arrange for airport/hotel transportation
- Schedule VIP transportation (i.e., limousines, rental cars, etc.)
- Arrange for transportation to functions
- Obtain cartage firm
- Mail shipping instructions to exhibitors

EXHIBITS

- Organize exhibit space into booths
- Establish exhibitors policies and cost
- Establish exhibit hours
- Establish set-up and teardown hours
- Prepare exhibitor contracts
- Prepare exhibitor solicitation
- Mail or email to potential exhibitors
- Reserve storage area for advance shipments
- Obtain insurance/determine liability
- Arrange for food and beverage services
- Arrange for freight shipping and receiving

SECURITY

- Determine security requirements for VIPs, exhibits, meals, outside functions
- Create medical emergency plan
- Obtain names and phone numbers of police, fire, medical, hotel security and independent security

REGISTRATION

- Set registration policies
- Define registration procedures
- Create necessary forms
- Arrange for registration areas
- Organize registration system and personnel needs
- Call the GDMCVB to hire on-site personnel
- Obtain equipment, supplies and signage for registration area
- Order phones, pagers, radios, computers and wireless Internet

RECEPTION

- Arrange airport transportation
- Establish VIP protocol
- Create host committees
- Order special gifts, flowers, etc.
- Arrange for proclamation or welcoming ceremony by dignitary—Contact GDMCVB for assistance

PUBLICITY

- Make contact with local media—contact the GDMCVB for a complete local media list
- Prepare news releases for trade media
- Arrange for photographers at key events
- Set up press room if necessary
- Produce publicity kits
- Social media plan

ACCOUNTING

- Establish budget tracking system
- Audit master account billing
- Account for gratuities
- Reconcile final billing

The Greater Des Moines Convention and Visitors Bureau is ready to assist you during your time in the city. Contact Paulette Lester, Director of Convention Services at plester@desmoinescvb.com or (515) 699-3443.

SeeDesMoines.com