



Explore Fairbanks/Sherman Hogue

MEETING PLANNER CHECKLIST

Every event has its own timeline. The following general checklist is for your use. The timing of your event will dictate if and when each of these steps should be taken. No matter what size your meeting, when it is, or at what stage you are in the organizational process, Explore Fairbanks is here to lighten your workload. Call the friendly Explore Fairbanks Meetings and Conventions staff to discuss the needs of your event!

Budget

Identify all income

- Registration fees
- Revenue from functions
- Contributions/sponsors
- Program advertising
- Exhibit space rental
- Grants
- Other financing

Identify all expenses

- Exhibit and meeting space
- Meals, snacks and beverages
- Decorations/flowers
- Audio/Visual needs
- Entertainment and speaker fees
- Additional staffing
- Travel—speakers and staff
- VIP gifts, cordials, turn-down gifts
- Supplies
- Printing and signage
- Postage

Establish overall budget and registration fees

Timing

Remember that certain days of the week may provide you with more availability and lower rates. Special events in the host community can enhance the attendee experience, but be sure to take into consideration events that might conflict with attendees' schedules (school vacations, holidays, meetings that would compete

for your attendee base, etc.). Contact Explore Fairbanks for the most current information regarding the dates you are considering.

- Determine length of meeting
- Choose days of the week
- Check for potential conflicts
- Set meeting dates

Meeting Content

- Determine meeting objectives
- Establish committees
- Establish overall meeting theme
- Create a tentative program
- Decide on session topics
- Select entertainers, speakers and presenters

Exhibits

- Mock up layout of booth space
- Establish exhibitor policies
- Prepare exhibitor contracts
- Determine pricing
- Coordinate with facility on shipping/receiving, set-up/tear-down
- Discuss facility limitations
- Determine power and Internet requirements
- Distribute information to potential exhibitors

Publicity

Explore Fairbanks can provide you with local media contact lists, assis-

tance with press release distribution, photos for your publications—paper and electronic, and “Welcome” window signs that are distributed around town to publicize your meeting and offer a warm greeting to your attendees.

- Procure local media contact lists
- Prepare news releases for media
- Arrange for photographer at key events
- Determine social media needs

Registration

Explore Fairbanks can provide free and low-cost materials for your delegate bags, supply low-cost badges and printable inserts, and arrange for our Golden Heart Greeter Volunteers to welcome your conference attendees and supply you with free assistance.

- Arrange for Golden Heart Greeter Volunteers to stuff delegate packets
- Arrange for Golden Heart Greeter Volunteers to distribute materials
- Arrange for Golden Heart Greeter Volunteers to staff a Fairbanks information booth
- Define registration procedures
- Have additional registration materials on hand
- Designate on-site registration area
- Organize registration system
- Obtain equipment/supplies

Transportation

Explore Fairbanks can assist with requesting discounted fares and put you in touch with local providers.

Obtain schedules/prices for all carriers

- Airlines
- Railroad
- Motorcoach services
- Rental cars

International Meetings

- Determine passport/visa requirements
- Determine special mailing requirements
- Arrange for currency exchange service (or)
- Prepare list of currency exchange locations
- Arrange for alternate payment for online registration
- Investigate customs regulations
- Arrange for translator(s)
- Translate printed materials
- Establish need for attendee orientation program

Attendance Promotion

Explore Fairbanks has a number of tools for you to use to promote your meeting, from Visitors Guides to customized PowerPoint presentations. In some cases, if the potential impact warrants it, an Explore Fairbanks employee will attend the prior year's event to promote your Fairbanks meeting!

- Establish attendance goals
- Create or purchase mail/email lists
- Produce pre-meeting advertisements
- Produce meeting announcements
- Activate social media notices
- Prepare registration mailer/emails
- Send initial and follow-up mailing/emails
- Embed the Explore Fairbanks destination video on the conference web site

Determine Your Meeting Needs

Explore Fairbanks' Request for Proposal (RFP) can assist with every step in this process. Once your meeting needs have been established, one call to Explore Fairbanks or a visit to www.meetfairbanks.com starts the process by informing local industry partners of your needs and allowing them to provide proposals. Responses are gathered and sent to you in one easy-to-read, customized bid packet as a PDF attachment, which allows you to compare the offers you receive and select the businesses that will best suit your particular meeting. This service is provided at no cost, so you can focus on the remaining details of your event.

Guestrooms and Function Rooms

- Estimate the size of your guestroom block
- Determine number and size of your function rooms
- Establish A/V and equipment requirements
- Decide on room set-ups to be used (see next page for examples)
- Establish exhibit/vendor space needs
- Prioritize preferred amenities

Special/Optional Activities

- Evaluate needs for optional activities
- Organize companion activities
- Determine pre-/post-convention tours
- Consider group transportation needs

Food and Beverage Requirements

- Decide on the number of group meal functions
- Estimate attendance of each
- If off-site locations will be utilized, consider transportation needs
- Obtain costs, select menus
- Decide on host/no-host/combination bar
- Select and schedule entertainment
- Arrange for a welcome from dignitaries
- Plan decorations

