

Meeting Checklist



BUDGET

☛ DON'T FORGET: The Cape Girardeau Convention & Visitors Bureau can prepare customized proposals for formal bid presentations.

- Identify all expenses
 - Mailing, postage, printing
 - Signs and decorations
 - Speakers' fees
 - Extra helpers
 - Transportation
 - Entertainment
 - Meals, beverages, snacks
 - Other
- Identify all income
 - Registration fees
 - Exhibit space rental
 - Contributions / sponsorships
 - Override on functions
 - Advertisements in programs
- Set up master accounts
- Establish deposit policies
- Determine registration fees

TIMING

☛ DON'T FORGET: The Cape Girardeau Convention & Visitors Bureau can assist in the planning of your event.

- Determine length of meeting
- Choose days of week
- Set meeting dates
- Double check for conflicts
 - Are similar events being planned for the same dates?
 - What other organizations are meeting in the facility?
- Plan housing arrival and departure dates

HOST LOCATION


☛ DON'T FORGET: The Cape Girardeau Convention & Visitors Bureau can provide detailed information on a wide variety of meeting facilities and arrange site inspections of various properties.

- Availability
- Accessibility
- Appearance
 - Inside
 - Outside
- Sleeping rooms
 - Rates
 - Upkeep
- Meeting rooms
 - Number
 - Type
 - Upkeep
 - Lighting
 - Ventilation
 - Obstructions
 - Mints, water, soda, etc.
- Exhibit space
 - Access
 - Ceiling height
 - Lighting
 - Utilities
 - Ventilation
 - Hauling and shipping
 - Drayage, storage, decorating, service
 - Rental charge

MEETING ROOMS

- Determine size of main meeting room based on number of participants in general sessions
- Identify need for other meeting rooms
- Decide on room setups
- Arrange for audio/visual and recording equipment if needed
- Determine cost of meeting rooms
- Check accessibility for disabled
- Determine if desired amenities are furnished

LODGING

 **DON'T FORGET:** The Cape Girardeau Convention & Visitors Bureau can arrange site inspections of various properties.

- Obtain room block commitments
- Determine reservation policy
- Set date for reservation cutoff
- Establish cancellation policy
- Establish deposit policy
- Confirm check-in/out time
- Decide if using hotel's reservation form or custom design a form
- Send information to conference participants
- Allocate complimentary rooms
- Arrange VIP accommodations
- Reserve hospitality suites

MEETING CONTENT

- Determine meeting objectives
- Establish overall meeting theme
- Outline tentative agenda
- Outline specific programs
- Decide on entertainment
- Appoint program chairperson
- Select speakers and presenters
- Determine audio/visual requirements
- Decide on spouse/family programs

Meeting Checklist



FOOD & BEVERAGE

- Decide on number of banquets to be held
- Select locations
- Select caterers
- Decide on other meals to be served
- Estimate attendance at each meal function
- Select menus
 - Consider special dietary needs such as vegetarians or diabetics
- Obtain costs
- Select beverages such as wine
- Decide on host or no-host bar, if desired
- Confirm policy for additional food-service personnel
 - Arrange for additional personnel if needed
- Select and book entertainment
- Consider audio/visual requirements of banquet
- Determine security needs
- Plan and order decorations
- Determine food and beverage requirements for hospitality suites

SPECIAL ACTIVITIES

👉 DONT' FORGET: The Cape Girardeau Convention & Visitors Bureau can offer recommendations and make arrangements for a wide variety of entertainment.

- Decide on recreational functions
 - Consider meeting theme when planning special activities
- Reserve outside facilities such as golf courses, tennis courts, etc.
- Organize tours and sight-seeing trips
- Make transportation arrangements
- Organize spouse/family activities
 - Consider children's activities
- Plan pre-convention and post-convention tours
- Establish contact with on-site operator

ATTENDANCE PROMOTION

- Establish attendance goals
- Produce pre-meeting news releases and advertisements
- Solicit door prizes and determine distribution
- Produce meeting announcements and pre-registration direct mailers
- Make initial and follow-up mailings

EXHIBITS

- Organize exhibit space into booths
- Establish exhibitor policies and cost
- Establish exhibit hours
- Establish set-up and tear-down hours
- Prepare exhibitors' contract
- Prepare exhibitor solicitation materials
- Mail materials to potential exhibitors
- Determine liability and obtain insurance
- Arrange food and beverage services


SECURITY

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

RECEPTION


- Establish VIP protocol
- Create host committees
- Order special gifts, flowers or welcome baskets
- Arrange for proclamation or welcoming ceremony by dignitary

REGISTRATION

 **DON'T FORGET:** The Cape Girardeau Convention & Visitors Bureau can provide support personnel to aid your staff, name tags and information packets for all participants and more.

- Set registration policy
- Define registration procedures
- Create necessary forms
- Arrange for registration areas
- Organize registration system and personnel needs
- Obtain equipment, supplies and signage for registration area
- Arrange for proclamation or welcoming ceremony by dignitary

PUBLICITY

 **DON'T FORGET:** The Cape Girardeau Convention & Visitors Bureau can provide a current media list.

- Contact local media
- Prepare news releases
- Arrange photographers at key events
- Produce publicity kits

ACCOUNTING

- Establish system to track budget
- Reconcile final billing
- Prepare budget/actual expenditure re-cap