

# HELPING YOU CREATE SUCCESSFUL EVENTS.

THAT'S OUR PROMISE TO YOU.

At Crowne Plaza® Hotels & Resorts, we partner with you to plan and create a uniquely tailored event. Our services and expertise are designed so we can concentrate on what matters most—your event's success. Our hotels are located in major urban centers, gateway cities and resort destinations that all offer high levels of comfort, personalized services, business services and modern amenities targeted to high-achieving professionals who travel frequently for business. Supporting your meeting and event goals is our number one priority.

## WE'RE EVERYWHERE YOU NEED US TO BE

With modern business and meeting facilities in over 400 hotels and resorts in more than 65 countries, Crowne Plaza Hotels & Resorts has locations everywhere your business wants to host meetings.

## CROWNE PLAZA MEETINGS DIRECTOR

Whether it's providing creative ideas for your uniquely tailored event or following up on important details, at every Crowne Plaza hotel or resort around the globe, you have a dedicated, highly trained and experienced person you can rely on. As your single point of contact, the Crowne Plaza Meetings Director is empowered to make things happen for you, on your schedule.

## 2-HOUR RESPONSE GUARANTEE

Crowne Plaza Hotels & Resorts understand your time is important, so we guarantee a 2-hour response to your initial inquiry. We'll contact you promptly with space, rate and date availability for your meeting or event. And you'll receive a detailed, personalized event proposal within 24 business hours.

## DAILY MEETING DEBRIEF

Our Crowne Plaza Meetings Director will conduct a daily debrief with you to ensure your meeting is on track, help you with any last minute changes and keep you abreast of charges so you can stay within budget.



## DESIGNED TO HELP YOU HAVE A SUCCESSFUL START

We've found that the tips and checklists outlined here in our Concise Guide to Meeting Mastery will help you pull together a successful event. We've broken it all down into five sections: creating the framework, figuring out your general needs, selecting a location, getting a handle on your budget and organizing yourself with detailed notes in preparation for your meeting.

### CREATE THE MEETING FRAMEWORK

The first thing you need to determine is the purpose and scope of the event. What is to be accomplished? Setting clear objectives is the foundation of a successful event. It helps you figure out what elements are essential. There are five basic questions to ask yourself, the Five Ws of meeting planning. They will form the framework on which to build your meeting or event:

- Why are we meeting?—Define the objective, reason or purpose for having the meeting or event. Is it training, announcing or showcasing products, or increasing association membership? Purpose helps you determine need and set objectives.
- What will the meeting entail?—Determine the scope of the meeting (is it international, national, regional, state or local?) and based on the event's purpose, define the most appropriate type or format (seminar, tradeshow, annual company or association gathering or board meeting).
- Who will be there?—Determine who will be attending the meeting or event (employees, executives, customers, industry executives, guest speakers, spouses or children). Ensure your guest speakers are relevant to your objectives and be sure your agenda is concise and applicable.
- Where should the meeting be?—Decide what type of location is most suitable for your event (resort, downtown city center, suburban, airport, conference center). Convenience to participants is generally a prime concern, but so is comfort. Attendees' travel to and from the event site should be as easy and as inexpensive as possible.
- When should the meeting take place?—If possible, be flexible regarding the dates for the event. This can improve the chances of obtaining first-choice hotel arrangements within your budget. Consider the time constraints of the participants. Arrange dates to minimize attendees' time away from office and home.



## DETERMINE YOUR REQUIREMENTS

One of the best ways to figure out your requirements is to develop a preliminary schedule. The schedule should be a general outline of what will happen and approximately when. The following list of considerations will help you think through these things.

- What part of the country or world is best for the event? Consider location of attendees, time zone and climate.
- How will the majority of attendees get to the hotel? Will they be driving? Flying?
- When will attendees arrive? For example, will participants get to the hotel the morning of the event or the night before?
- How many times will you need to feed attendees? Will all meals be planned or will some meals be “on their own”?
- Do you need to include any recreational activities such as sightseeing or sports outings?
- Approximately when will attendees leave? After lunch? Late afternoon? Evening? This affects check-out time, food service, travel arrangements and so forth.



## TIMING AND LOGISTICS OF THE AGENDA ARE IMPORTANT PARTS OF THE PRELIMINARY SCHEDULE. SOME PRIMARY CONSIDERATIONS INCLUDE:

- How many morning, afternoon and evening sessions will take place? Will more than one session be held at one time? Approximately how many people will attend each session?
- What meeting space and seating arrangements will be required for each session? Will you need a classroom arrangement? Theater? U-shape?
- Will audiovisual equipment be needed?

Lastly, get a firm budget to work with. You can't make any decisions unless you know what kind of costs you can bear. Ask the meeting initiator to give you a number. The larger the event, certainly, the greater the relative costs. But other factors can drive expenses, such as attendees' needs. Will you have clients to entertain? Will you need to provide gifts and extra amenities to certain guests?

## SELECT YOUR LOCATION

For a successful meeting, the importance of selecting the right location can't be overstated. With an understanding of the meeting's requirements and budget, you can look for a hotel destination that meets your needs.

### FACILITIES AND SERVICES TO CONSIDER WHEN SELECTING A HOTEL DESTINATION:

- Location. Do you want to be close to your offices? Close to another site (client, corporate facility, airport)? Or would a trip to a resort work better?
- If attendees are required to stay at the meeting hotel, be sure to assess the number of sleeping rooms required, including single and double rooms and suites (single and double refer to the number of people in each room). Also keep in mind the number of beds required for each sleeping room. Remember, sleeping rooms may not be required for attendees living near the hotel.
- Estimate the number and sizes of function rooms required for meetings, coffee breaks, exhibitions and meals.
- Find out the number and types of restaurants within your possible hotel venues, along with available food and beverage services.
- Determine if golf, tennis or other recreational facilities are available at the hotel, or if guest privileges are available at nearby facilities.



## CLARIFY THE BUDGET

In addition to a daily debrief with your dedicated Crownne Plaza® Meetings Director to help you manage your budget, here's a helpful budget calculator to ensure your event and budget remain on track. As you make preliminary inquiries, you will quickly see whether the arrangements you have in mind are feasible for your budget. Complete this form or make copies for each day of your meeting. Then total daily costs to determine the total estimated cost of your event.

ROOMS		NUMBER	RATE	TOTAL
Sleeping Rooms	Singles	_____	_____	_____
	Doubles	_____	_____	_____
	Suites	_____	_____	_____
	Hospitality Suites	_____	_____	_____
			Total	_____
Meeting Rooms		_____	_____	_____
			Total	_____

## FOOD AND BEVERAGE

Breakfast	_____	_____	_____	
Lunch	_____	_____	_____	
Dinner	_____	_____	_____	
AM Break	_____	_____	_____	
PM Break	_____	_____	_____	
Reception	_____	_____	_____	
Cocktail Party	_____	_____	_____	
Hospitality Suite	_____	_____	_____	
			Total	_____

## TECHNOLOGY/AUDIOVISUAL RENTALS

Equipment	_____	_____	_____	
	_____	_____	_____	
			Total	_____

## TRAVEL AND TRANSPORTATION

Air/Ground	_____	_____	_____	
	_____	_____	_____	
			Total	_____

## OTHER RENTALS AND PROFESSIONAL SERVICES

Signage	_____	_____	_____	
Other Promotional	_____	_____	_____	
Invitations	_____	_____	_____	
Gifts	_____	_____	_____	
Awards	_____	_____	_____	
Decor	_____	_____	_____	
Guest Speakers	_____	_____	_____	
Photographer	_____	_____	_____	
Entertainment/Music	_____	_____	_____	
Security	_____	_____	_____	
Offsite Activities	_____	_____	_____	
Other	_____	_____	_____	
			Total	_____
			Grand Meeting and Event Total	_____
			Total Cost Per Person (Grand Total/# of Attendees)	_____

DAY \_\_\_\_\_ OF \_\_\_\_\_

## MAKE YOUR MEETING A SUCCESS BY ORGANIZING MEETING NOTES AND MATERIALS AND REVIEWING YOUR TIMELINES

Once you've established the framework of your meeting and know its general requirements, you're ready to contact hotels and discuss planning specifics. You'll find it helpful to set up an organizer with sections for the various planning steps, so you can keep all the meeting information in one place. Some suggested section titles include:

- Schedules
- Budget
- Contacts
- Rooming list
- Ground transportation
- Event communications
- Meeting room setups
- Audiovisual equipment
- Food and beverage
- Recreation
- Speakers
- Entertainment
- Spouse programs
- VIPs

### TIMELINE

Your success matters to us, and we've found using the timeline below is a helpful tool in creating your event. These are general guidelines to keep in mind concerning what needs to be done and when. You may be on a tighter deadline, or have ample amounts of time (lucky!). Generally, you should start planning three months in advance, so your attendees can arrange their schedules, speakers can begin to prepare their presentations and you can relax a bit. Every program is different, so adapt this timeline as needed.

#### 3 TO 5 MONTHS OUT

- Determine the objective of your meeting
- Have your budget approved
- Check calendar of events taking place near your desired venue to avoid conflicts
- Book meeting site and necessary hotel rooms
- Speak to your Crowne Plaza Meetings Director or Sales Manager about menus and meeting room needs
- Set up a master account for meeting charges and determine who can sign for charges
- Invite speakers and provide scope of desired presentation
- Invite meeting attendees
- Make travel arrangements
- Decide on any marketing needs and begin creative development (like signage, registration materials, etc.)

#### AT LEAST 1 MONTH BEFORE MEETING OR EVENT

- Confirm menus, room setups and supplies in writing with your Crowne Plaza Meetings Director
- Reach out to speakers to check on their presentations
- Inform your Crowne Plaza Meetings Director what time guests will arrive so the front desk team can be ready to welcome your attendees
- Order gifts and amenities
- Order signs and printed materials
- Introduce any marketing materials into market
- Mail meeting attendees the agenda and any brochures; suggest a dress code and times for arrival

### 3 WEEKS BEFORE MEETING OR EVENT

- Check in with speakers again; offer assistance with A/V and handouts
- Reconfirm quantity of hotel rooms needed and reconfirm amenities

### 1 WEEK BEFORE MEETING OR EVENT

- Ship materials to location so that they arrive at least 24 hours before your arrival
- Confirm all outside equipment orders (like A/V)
- Make arrangements for shipping materials back to your office after your meeting or event
- Finalize food and beverage counts for the first day of events
- Finalize needs for outside tickets/entertainment sources
- Take a master copy of all handouts and brochures; in a pinch, you can arrange to have them copied
- Take a deep breath, we'll focus on the details so you can focus on the big picture—you and your event's success

### DAY BEFORE MEETING OR EVENT

- Review details with your Crowne Plaza Meetings Director or Sales Manager
- Inspect all shipped materials
- Inspect signage and hotel message boards
- Ensure guest rooms have proper amenities
- Relax; everything will be great!

### ON-SITE MEETING OR EVENT

- Check all function spaces one hour before use
- Notify your Crowne Plaza Meetings Director immediately of any changes or pop ups
- Your Crowne Plaza Meetings Director will meet with you every afternoon/evening for a Daily Meeting Debrief to go over itemized costs for the day to help you manage your budget
- Sign checks and keep an ongoing record of expenses
- Be available for attendees; be patient if they offer advice or criticism—thanking them warmly for compliments

### WRAP UP AFTER MEETING OR EVENT

- Your Crowne Plaza Meetings Director will meet with you for a Final Daily Meeting Debrief to review final sessions and charges, handle any final questions or needs and welcome your event feedback
- Praise the performance of the hotel's meeting and events team members who have provided exceptional service and provide feedback on areas for opportunity
- When received, please complete the post-event survey with feedback from your sales, planning and on-site experience. Your feedback is greatly important to us.
- Consider circulating a survey to attendees or a feedback form to assess areas for improvement and success of your meeting or event