

# Helping you create successful events.

That's our promise to you.

## 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