

## **Panel Descriptions**

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**“Space Limitations – You’re not too large, the space is too small”**

Open space is always a scarcity as a convention hits a certain attendee level and then management will need to determine if it is time to find a new space or stay there and make changes. This panel will cover the decision making processes involved with looking at a new space or alternatives to staying. The follow on workshop for this panel is “Traffic Flow – Mapping it out and seeing how it will work for your Convention.”

**“Marketing – Getting the word out”**

Beyond the ‘word of mouth’ how else can a convention get its message out there? There are different methods for advertising your convention, from flyers, printed media, local radio spots and promotions that you can offer, but we will examine all of the traditional means and look beyond to web sites, booth exchanges, banners, TV spots and more. The follow on workshop for this panel is “Marketing – Putting it all together”

**“Disaster Planning – What could possibly go wrong?”**

If you plan for it, it will happen and when it does happen you will have to plan to deal with it. Simpler said than done. This panel will explore what convention should be planning for with your various departments and their interaction with hotels, convention centers and outside agencies. The follow on workshop for this panel is “Disaster Proofing your Convention – Walking through the whole process and documenting it.”

**“Housing Agencies – The Good, the Bad and the Ugly”**

Conventions management has been facing the same dilemma for decades, how to get their attendee’s booked into the hotel. All of us have heard the horror stories of housing agencies and this panel will explore all the ramifications of using a housing agency versus having the hotel or the convention handling the booking process. The follow on workshop for this panel is called “CMR – Talk to a Housing Agency about your Convention and its housing needs.”

**“Contracts – Hotels, Convention Centers, F&B and More...”**

The only legal resource you have to make your convention work is your contracts, without understanding what you are getting; you could easily destroy your convention. Understand the legal-wise of contracts and when to say ‘no’ and possibly walk away from a deal and when to apply pressure on the hotel/convention center..

**“Planning for Tomorrow and Beyond”**

Now that your convention has been successful what lies beyond? Convention management often doesn’t have a plan beyond next year. This panel is designed to assist you with looking at a five, ten, fifteen and twenty year plans for your convention. Also, if time permits we will look at growth rates, room bookings, and revenue and expense forecasting.

## **Workshop Descriptions**

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**“The Logic Bomb - What makes a ‘good’ Hotel for your Convention?”**

Participates in this workshop will examine each others hotel and determine if the hotel is really a good fit for their convention. We will look at contract, B&F, parking, staffing and location, location, location. Participates need to bring along their hotel contracts, floor plans of their convention and if possible a map of the exterior of the hotel or convention center they are using.

**“Traffic Flow – Mapping it out and seeing how it will work for your Convention”**

This is the workshop for “Space Limitations – You’re not too large, the space is too small”. The participates will examine each others convention floor plans and placement of key events to determine if that is the best location based on the traffic flow patterns. Participates need to have a detailed floor plan of their convention space.

**“Marketing –Putting it all together”**

This is the workshop for “Marketing – Getting the Word Out”. The participates will consider how various marketing avenues could work for their convention. The goal will be to put together a plan that can be taken back and acted on.

**“Disaster Proofing your Convention – Walking through the whole process and documenting it.”**

This is the workshop for “Disaster Planning – What could possible go wrong?” Participates will examine, as a group, all the possible situations that could effect each others conventions and what actions are necessary. Participates will need to bring along their existing disaster plans (if you have one) and a detailed floor plan of their convention space and the hotel common areas.

**“CMR – Talk to a Housing Agency about your Convention and its housing needs.”**

This is the workshop for “Housing Agencies – The Good, the Bad and the Ugly”. Participates will have an opportunity to talk directly with a housing agent and discuss their needs, they should bring along their hotel contracts or those sections dealing with reservations and penalties.

**“Contracts – Oops, what did we forget?”**

This is the workshop for “Contracts – Hotels, Convention Centers, F&B and More...”. Participates will take part in a one-on-one with staff in a contract by contract negotiation, where the staff will play the hotel and you will play the convention. Listen and learn we conventions often make their mistakes, find out how you can get around “the rules” the hotel has to offer and more. Bring along your current hotel contracts and the staff will examine them for possible improvements.