



Meeting Logistics – Part 2 Steps for Successful Event Planning

**Thursday, September 15, 2011
2:00 p.m. – 3:30 p.m. Central Time**

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Principles & Practices for Large Programs

**Finding the Right Facility
Conducting a Thorough Site Visit
Creating the Perfect Contract
Managing the Room Block
Showcasing your Vendors
Communicating with Your Team
Planning for Future Programs**



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Finding the Right Facility



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FINDING THE RIGHT FACILITY

Use the meeting objectives and physical requirements to determine the general area and type of facility

FINDING THE RIGHT FACILITY

Options

Metropolitan Area, Suburban Area or Airport Area

Hotel, Resort, Conference Center or Convention Center

FINDING THE RIGHT FACILITY

Resources

Using Convention and Visitor's Bureaus

Major Brand National Sales Office



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Conducting a Thorough Site Visit



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CONDUCTING A THOROUGH SITE VISIT

Site Inspection Checklist

The Destination
Hotel Accommodations
Meeting Space
Food and Beverage Service
Exhibit Space
Office and Other Services
Equipment

Creating the Perfect Contract

CREATING THE PERFECT CONTRACT

Legal Components

Offer
Acceptance
Consideration
In Writing
Legally Competent Parties



CREATING THE PERFECT CONTRACT

Required Inclusions:

Sleeping rooms
Concessions
Payment Procedure/Credit
Meeting Space
Catering
Room Block Control and Liability
Food and Beverage Performance Requirements
Contract Management Issues
Closing



CREATING THE PERFECT CONTRACT

Clauses

Attrition
Acts of God
Cancellation
Force Majeure
Indemnification

Managing the Room Block

MANAGING THE ROOM BLOCK

Methods

Individual Call-In
Rooming Lists
Housing Bureau



MANAGING THE ROOM BLOCK

Management

Maximizing Pick-Up

Creating Incentives: *Hotel Incentives; Chapter Incentives*

Conducting Room Audits

Protecting Your Block



Showcasing Your Vendors

SHOWCASING YOUR VENDORS

Exhibits and Tradeshows

Display of products/services or promotional material mounted for the purposes of public relations, sales and/or marketing

SHOWCASING YOUR VENDORS

Who Benefits?...How?

- Chapter:** Source of Revenue (50-62% net profit!); Extension of and complement to Education program
- Attendee:** Learning experience; Updated info on products, services & technology; Comparative shopping via localized suppliers; Another form of education
- Exhibitor:** Business environment of buyers and sellers; Highly targeted group of potential buyers; Opportunity to learn customer preferences first hand; Cost effective marketing tool compared to cost of direct sales

SHOWCASING YOUR VENDORS

Selling Space

Assignment of Space: First-come, first-served – processed in order of receipt; Point system – points awarded for years of participation, etc.; Lottery system – exhibitors draw for position

Ways to sell space: Per net square foot per run of show; Cost per booth

SHOWCASING YOUR VENDORS

Types of Exhibits

Booth Exhibit: Exhibitor assigned one or more contiguous booths; most common

Tabletop: Exhibitor assigned a table

Area Exhibit: Exhibitor assigned specific floor area; used for extensive displays of equipment; height limitations determined by ceiling height



SHOWCASING YOUR VENDORS

Booth Exhibit Types

Inside/Standard/In-line

Perimeter Wall Booth

Corner Booth

Peninsula Booth

Island Booth



SHOWCASING YOUR VENDORS

Managing The Exhibition

The General Service Contractor

Facilitates logistical requirements of the exhibition; Provides drayage and material handling services; Provides on-site installation and dismantle labor; Provides decorating services – pipe & drape, carpeting, signage, furniture, show management requirements, registration/fill-in counters; Draws floor plan to scale; notes all booth space, entrances, exits, aisles, services (lounge, restaurant, bookstore); approved by Fire Marshall and exhibit contractor

SHOWCASING YOUR VENDORS

Sales and Marketing Tools

Exhibitor Prospectus: Promotional tool containing information for potential exhibitors and other interested parties on the conditions, technical points, cost of exhibition space, floor plan of the exhibition and application for participation.

Exhibitor Service Kit: Packet for exhibitor containing information and forms relating to the exhibition.

SHOWCASING YOUR VENDORS

Exhibit and Tradeshow Summary

An exhibition can be a valuable addition to a meeting, providing a cost effective marketing opportunity for exhibiting companies and a source of revenue for the sponsoring organization, while also stimulating attendance!

Communicating with your Team

COMMUNICATING WITH YOUR TEAM

Pre-Conference Meeting

What's a Pre-Con?
The Pre-Con Agenda
Function Sheet Review

COMMUNICATING WITH YOUR TEAM

Daily Meetings

Facility
Volunteers/Staff
Housing
Financial

COMMUNICATING WITH YOUR TEAM

Post-Conference Meeting

When?
Why?
Who?

Planning for Future Programs

PLANNING FOR FUTURE PROGRAMS

Documentation

Registration
Housing
Facility Reports
Evaluations

Questions/Answers

**Please type your question into the Q&A pod
for us to read aloud to everyone**

HFMA Resources on the Web

Chapter Leaders

<http://www.hfma.org/Chapter-Leaders>

Program Chair Toolkit

<http://www.hfma.org/Chapter-Leaders/Program-Chair>

Additional HFMA Resources

Angela Orlando

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Chapter Relations Department

chapter@hfma.org or call (800) 252-4362

Thank You!

For:

- Giving your time to better the profession
- Sharing your talents that keep HFMA current and relevant
- Helping improve the effectiveness of your colleagues and their organizations

YOU MAKE A DIFFERENCE!



Believe to Achieve