

THE IMPORTANCE OF SITE SELECTION
Or
What are you really looking for?

The Destination

Accessibility

- Ease and cost
- Proximity to Airport
- Accessible to people with disabilities
- Taxi/Limousine service
- Sufficient parking
- Cost of shuttle service
- Adequate number of flights into destination
- Seasonality of destination

Environment

- Availability of attractions
- Shopping
- Other recreational activities
- Restaurants
- Weather constraints
- Appearance
- Safety
- Economic health of community
- Reputation of facility for holding meetings
- Support of local Destination Management Organization
- Availability in area of local suppliers and vendors

Facility

- Efficient, friendly staff
- Attractive & Clean
- Modern elevators to serve attendees when facility is busy
- Fully-staffed message and information desk
- Availability of guest services (drugstores, banks, emergency services, florists, etc)
- Clean comfortable hotel attached or nearby
- Adequate lighting
- Service elevator accessibility

Meeting Space

The meeting manager must evaluate the potential of each room under consideration. He/she should measure the room, prepare diagrams, incorporate equipment, staging and decorations, and calculate square footage per person.

- How many meeting rooms are required?
- Will rooms be needed for committees and business meetings?
- What is the estimated attendance for each session?
- Are attendees to be seated theater style, classroom style or conference style?
- Are rooms with high ceilings and no columns or obstructions needed for audiovisual presentations?
- Is space needed for refreshment breaks?
- What pre- and post-meeting space is required for other groups and breakout sessions?
- Are meeting rooms accessible to people with disabilities?

Food & Beverage Service

Public Outlets

- Appearance and Cleanliness
- Cleanliness of food preparation areas
- Adequate staffing at peak times
- Attitude of personnel
- Prompt and efficient service
- Variety of menus
- Cost range
- Reservations policy
- Feasibility of setting up additional outlets for breakfast and lunch if necessary
- Feasibility of using public food outlets for group functions during non-peak hours

Group Functions

- Quality and service
- Diversity of menus
- Creativity of menus
- Costs: taxes and gratuities, any price increases at the time of the meeting; extra labor charges for smaller functions
- Liquor Laws
- Cash bar policies: bartender costs and minimum of hours, drink prices
- Refreshment break pricing
- Special services: tailored menus, theme parties, unique breaks, food substitutions available, dance floor

- Size of banquet rounds (eight people or ten people)
- Room service: diversity of menus, efficiency, delivery, and quality

Exhibit Space

- Number of loading docks and proximity to area
- Availability and location of receiving area
- Location of utilities
- Maximum floor load
- Security
- Location of fire exits
- Proximity to food service areas, restrooms, telephones
- Sufficient time for move-in and move-out
- Reputation of facility regarding union relations
- Decorations allowed to enhance appearance
- Availability of supplemental lighting
- Proximity of exhibit hall to other portions of the meeting
- First Aid station
- Availability of office space for exhibit manager and suppliers
- Storage policies

Offices and other services

- Good lighting
- Sufficient space to work
- Good location
- Availability to space after hours

Source: Professional Meeting Management, third edition, published by the Professional Convention Management Association