

## Chapter 16: Meetings & Events

### A World Filled with Events

- **Advantages**
  - o Focus on face to face communication in today's digital communication craze
  - o 5 senses
- Various sizes: 5 to 130,000 Consumer Electronics Show

### Group Meetings

- Location: right size (not too big or too small), make sure people can find it
- Seating: round table, U table (one leader), theatre (for listening), lunch room/long tables on one side to work (workshops), discussion room
- Invitation: 3-6 weeks ahead
  - o Clubs: a newsletter or flyer or email
- Details, RSVP
  - o Time, day, date, place, purpose, highlights
- Registration
  - o Registration table and greeting
  - o Name tags
    - Use a label making software, make names bold and big and affiliation smaller
- Program
  - o What goes on at the meeting and the printed listings of what goes on

### Banquets

- Large and formal, raise money or celebrate
- Food
- Room rental
- Bartenders
- Decoration
- Audio visual
- Entertainment
- Photographers
- Invitation
- Tickets
- Marketing & promotion
- Person pays for food and entire event
- Speakers
  - o Business-type talks: \$3,000-\$5,000
  - o Entertainers: \$15,000 and up
  - o Well-known politicians: \$50K-\$60K

- Catering
  - o Weeknight vs. weekend
    - Could be cheaper during the weekdays
  - o Food: chicken/fish, veggies should be available
    - No pork for religious reasons and stay away from red meat
  - o Figure tax and tip
    - Tip and gratuity can add 25% or more to a bill
    - Corkage fee are set high to discourage people from bringing their own drinks
- Logistics and timing
  - o Establish a timeline, make sure everyone's contacted, everything's planned and that there's a beginning and end time
  - o Logistics: have a seating chart well planned

#### Receptions & Cocktail Parties

- 2 hour max, large room, standing events (no formal seating), light food
- Key is **social interaction**
- Focus on event, if speech keep it short (5-10 minutes)
- Bar: hosted, no host, tickets, skilled bartender (1 per 75 people)
- Cut off: bar closes in 10 minutes

#### Open House & Plant Tours

- Develop favorable opinion of organization
- One day affairs, invitation typically
- Some are regular events: tour Bud plant

#### Major Factors

- Day and hour
- Guests
- Publicity and invitations
- Vehicles/parking
- Reception
- Focal point of activity
- Restrooms
- Safety
- Routing
- Guides
- Explanation
- Housekeeping & attire
- Some to handle emergencies

#### Convention Planning

- Timing
- Location
- Facilities
- Exhibits

### Trade Shows

- 6,000 a year in the US
- Several 1,000 to more than 100,000
  - Ex: CES (Consumer Electronics Show) 130,000 in Vegas, 3,000 companies, 3 million sq. ft.
- Exhibit booths: start at \$50,000 and up
- 10 seconds to attract peoples attention
  - Put a lot of money into designs
- Hospitality Suites: give more in depth presentation and talk about business deals
- Pressroom and media relations: start pre-show, arrange ahead, serve needs at site

### Promotional Events

- Planned primarily to promote product, visibility, make friends, or to raise money for a charity
  - Ex: Belgrade Beer Festival
  - Ex: Charmin
- Move beyond ribbon-cutting; theme/idea that fits situation
- Using celebrities: get attention, expensive, travel & posse costs
- Services: Celebrity Source and Celebrity Access
- Liability insurance, releases, food/liquor & street permits