



Make your meeting or event a success by staying organized, and let our professional planners help you in the process.

Top items to consider when developing your event

- Timeline of events
- Pricing/budgets
- Co-planners/committees
- Rooming list or call in blocks
- Transportation needs
- Audio Visual equipment
- Speakers/Presenters
- Entertainment
- Spouse/family programs
- VIP needs
- Meeting room set up
- Meals
- Team building
- Off site events

4+ months prior

- Meeting objectives & goals
- Budget approval
- Check calendar of events for your organization and town location to ensure no conflicts
- Book meeting rooms and sleeping accommodations
- Review menus and meeting room needs
- Set up hotel master account
- Invite speakers and VIPs
- Invite attendees
- Arrange travel details
- Develop marketing and materials

1-2 months prior

- Confirm all menus and audio visual needs
- Confirm meeting room set up and flow
- Confirm speakers have all arrangements and needs detailed
- Order printed materials (badges, signs, etc.)
- Engage your marketing and social media strategy
- Send agenda to attendees and hotel sales team

harrison group

GROUP SALES

Less than one month

- Check in on speakers and VIP attendees
- Confirm headcount for all meal and meeting events
- Confirm all off site event need times and head counts
- Arrange for all shipping needs, like materials, to hotel
- Keep marketing and social media engagement high

Day before

- Take a deep breath; you are in good hands with your sales manager!
- Confirm all agenda items, meal and events with sales team
- Confirm all VIP and in room guest needs are arranged
- Confirm all shipping items arrived
- Have all conference materials assembled and ready for tomorrow

Day of

- Be available to attendees for any questions
- Relay any changes to sales team as they come to you
- Enjoy your hard work and wonderful event!