



Site Selection

COMPANY INFORMATION

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You've been tasked with putting together the perfect event. Whether a company wide meeting, trade show, or convention, there's a lot at stake and the decision about where to host your meeting is critical.

Fortunately, you've found Plan Ahead Events – an industry leader in site selection services. Our experienced site selectors know the potential pitfalls and can provide solid information about the pros and cons of various location options.

We ensure you get the best value for your group by:

- *Saving you time* by doing the research and information collection from options that fit your group
- *Saving you money* through our strong negotiation skills and buying power
- *Mitigating risk* by ensuring your best interests are detailed within the venue contract – giving you a clear understanding of what your group is responsible to pay.

Best of all, in many cases, these services can be offered at little or no charge to you as part of your event management package.

The Site Selection Process - Everyone wants a cost-effective event, of course, but our experience has shown there are three critical elements that help organizers get the best price possible:

- *Specificity* – Know what your event needs, and in exact terms, not broad generalities. Conference room set up? AV requirements? Venue staffing? There are many questions – know the answers to them, so when you are asking for a quote, you can tell whether the venue meets your needs and your budget.
- *Flexibility* – Before you lock in a date find out what else is going on in your selected city. During down times, venue managers and hoteliers become eager to book reserved business, but when the city or venue is bustling and there are few slots left, you'll end up paying a premium.
- *Information* – One of the most critical pieces of data about any event is the number of attendees to be expected. Your negotiators need solid information about past events as well as accessible and clear-cut data supporting that information.