

GCFA

UPDATED 2022

PRE-EVENT CHECKLIST

PRE-PLANNING TIPS

Pre-planning is one of the most critical parts of meeting planning. Why? Defining the objectives and goals of an event is the key to hosting a successful one.

1

ATTENDEES

- Who is this event intended for? Why is it being planned?
- What is the intended outcome of the event (training, hands-on learning, discussions, decision-making)?
- Where will attendees be coming from? Will they need air or train travel options or can they drive to the event?

2

SELECTING A HOTEL/VENUE

- What is the optimum place/venue to get the most ROI, meet your goals, and stay within budget?
What are the pros and cons of each location?
 - Downtown?
 - Airport?
 - Suburb?
 - Resort?
- What time of year is the event? Is it a good time for the venue or should dates or location be changed to lower the cost?
- Is ground transportation needed?
- Will you host any outings?
- What type of meeting space is needed (be detailed and as accurate as possible)?
- Will any meals be served?
- Send out RFPs (Request for Proposal) for several bids.

PRE-EVENT CHECKLIST

3

NEGOTIATING WITH THE VENUE

- Does the hotel room rate include WiFi in the room? Is there a resort fee that can be waived?
- What negotiating is there in the room rate? Better rates if date pattern or week was flexible? Can the hotel offer free parking?
- Meeting Room Space – Is the rate reduced or waived based on the Food and Beverage minimums? Do they have the space that you need for the layout you require?
- Food and Beverage – Do the math, making certain to include applicable taxes and service charges in your calculations. Negotiate down if not.
- Audio Visual – Can you use an outside vendor for A/V? What is the discount if using in-house? Can you negotiate free meeting space, WiFi, or hardline internet connection?
- Have legal representation review your contracts – watch out for attrition, cancellation, and other contract clauses that can affect the performance of your event.

4

BUDGET

- Know your budget!
- Who pays the expenses? The host? The attendee? Both? Additional Revenue Streams?
- What are the fixed costs (airline tickets, hotels)? What are the variable costs (AV, Food, and Beverage)?
- Are there any hidden costs to add to the expenses (taxes, service charges, gratuities, resort fees, taxis)?
- What is the outcome of the event from a budget perspective? Will the budget cover the event? Does the event need to break even?
- Make sure the budget covers all expenses. Determine if revenue from registration or additional streams need to be adjusted.

HYBRID-VIRTUAL EVENT SERVICES

More than a quarter of all future meetings will be hybrid. Are you prepared to make your next event the best ever?

Planning an annual conference or large event can be difficult. It's even more difficult when you have to accommodate both in-person and virtual attendees. UMC Support's certified Meeting Planning team is here to partner with you and ease your planning burdens by providing:



EVENT
PLANNING



EVENT
MARKETING



EVENT
PRODUCTION

- Pre-event RFP
- Agenda Creation
- Speaker Coordination
- Specialized Online Registration
- Post-event Billing and Invoicing

OUR APPROACH INCLUDES:

- Step-by-Step Logistical Navigation with Your Team
- Professional Branding for Your Meeting
- Digital Registration for Easier Administration
- Tools and Technology to Make Your Meeting Seamless
- The Peace of Mind of Having a Certified Partner on Your Side

- Graphic Design for Your Channels
- Personalized Event Branding
- Custom Event Website
- Tailormade Campaign Materials
- Theologically Driven Messaging

- Individualized, Integrative Design Solutions
- Vendor Coordination - In-Person and Online
- Comprehensive Event Production and Scheduling
- Technology and Audio/Visual Troubleshooting
- Onsite Professional Staff

A lot goes into creating the perfect hybrid or virtual event - especially working within a ministry budget. UMC Support offers the quality, affordable, church-specific event planning you need to provide a meaningful and fruitful experience for all your guests.

**FOR MORE
INFORMATION**

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