

Destination Checklist

When choosing a destination for your event, consider the following:

Domestic Advantages	International Advantages
Currency	Currency (if weaker dollar than US)
Access and travel options (don't need a passport)	Specialness and change of pace/mindset
Language (staff, vendors, speakers)	Adventure – this is REALLY new
Easy to know what to expect	Delight with the unexpected
Minimal culture shock	New cuisine, entertainment options

Steady Climate Advantages	Extreme Climate Advantages
No surprises	Appealing for some to leave their comfort zone
Already acclimated	Stimulating
Easier travel	Accommodates special activities

Other considerations:

- **Travel** complexity and cost, availability of backup
- **Social climate** and stability (government, unions, attitude towards Americans, controversy)
- **City calendar** (competing or complementary events, ability to get around at different times of day)
- **Alignment** with objectives and resources (money, time, available staff, and optics)

Venue Value Checklist

First and foremost ...

- Can it meet objectives – remember these need to be established before the venue is selected
- Can it facilitate our program – some of the program design needs to be drafted before this stage
- Can it meet our budget – no point in looking at something you can't afford

Next ...

- Ownership (chains are typically more consistent, independents may make you feel special)
- Transportation ease
- Safety and security
- Style (modern vs traditional, comfortable vs high end)
- Services provided and at what cost (wifi, concierge, recycling)
- Meeting rooms
- Guest rooms (VIPs, general attendees, views, accessibility)
- Negotiables and their willingness to negotiate (F&B, room rates, suite upgrades)

And remember: it's always best to do a site inspection and see for yourself!