



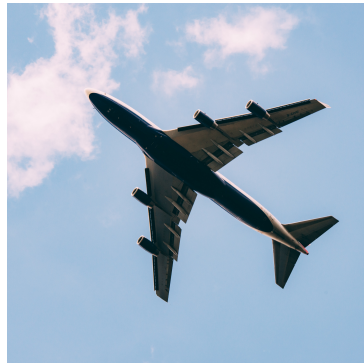
Destination Selection



Who + Why = What + When + **WHERE**



Domestic v. International



Advantages

Domestic

- Currency
- Access & Options
- Language
- Expectations
- Culture

International

- Specialness
- Mind Broadening
- Adventure
- Exchange Rates



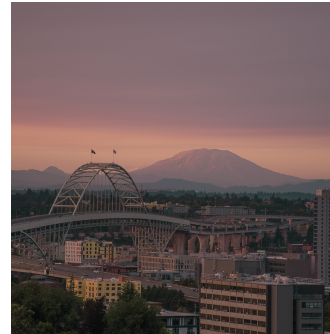
Tier 1 Advantages



- Resources
- Appeal
- Travel Access



Tier 3 Advantages



- Big Fish, Small Pond
- Take over venue
- Price!



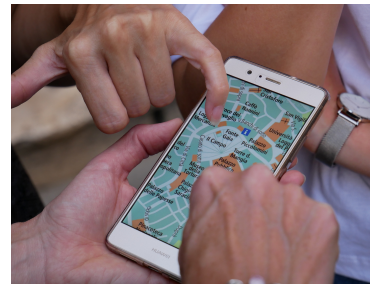
Tier 2 Advantages



- Little bit of each



Destination Considerations



- Climate
- Travel Complexity
- Social Stability
- City Calendar
- Alignment



Venue Selection



Venue Priorities



Meets Objectives

Fits Programming

Cost Considerations



Venue Considerations



Ownership

Access Ease

Safety & Security

Style



Venue Considerations



Services

Rooms

Negotiables



Site Inspections



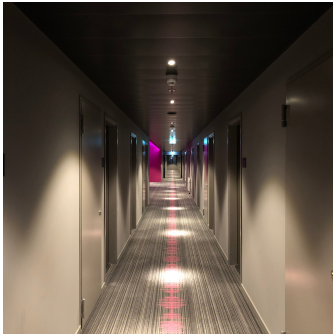
Site Visit: Locale



- Test run guest experience
- Tour city with experts
- Experience same time of day (year)
- Check guest routes
- Rely on DMC partners



Site Visit: Venue - Decision



- Get comfortable with space
- Walk without staff (good, bad, ugly)
- Rough SWOT for each element
- What you do/learn sets tone for negotiations



Site Visit: Venue - Technical



- Have your experts on hand
- See the space as you want it
- See EVERY space
- See ALL equipment
- Visit the unique/random



Temporary Spaces



Build Feasibility



Zoning



Build Time



Surface



Build Difficulty



Access



Inventory



Budget



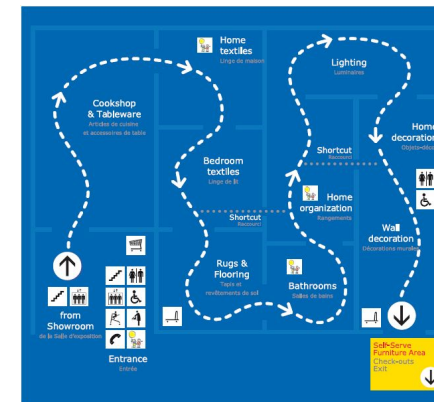
Site Needs



- Shelter
- Power
- Functionality
- Comfort
- Style



Form vs. Function

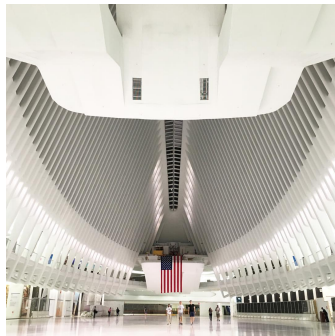




“design an event space to accommodate a specific program, experience, or intent”



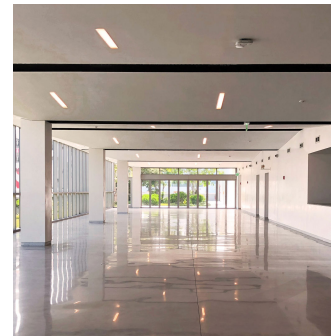
Architectural Impacts



- How we arrive
- Positive v. negative spaces
- Utilize all space



Objective Mapping



1. List all that NEEDS to happen
2. How many people
3. Ideal enhancement
4. Build or turn time

NOW you can talk form.



Spatial Build Out



Build Must-Haves

Purpose

Crowd Flow

Visibility / Audibility

Emergency Access

ADA

Occupancy / Safety Codes



Secondary Perception



- Impacting Comfort
- Impacting Quality



Indoor v. Outdoor



Outdoor Advantages

- Group size flexible
- Added energy
- Special moments
- Stimulates senses
- Personality of space
- Bigger possible scope



Outdoor Disadvantages

- Infrastructure costs, set up
- Lower expected standards
- Weather
- Limit on build
- Less polish
- Amount of time needed





Hybrid Spaces



Millennium Park - Chicago



Equipment

Seating



- Cost
- Comfort
- Space
- Style
- Storage

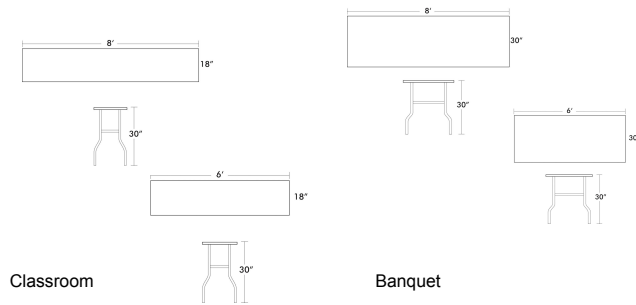
Tables



- Cost
- Function
- Surface area
- Space used
- Style



Tables: Rectangular

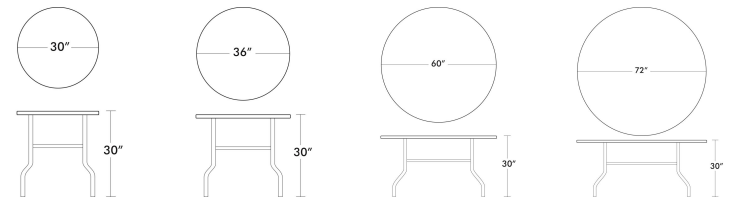


Classroom

Banquet

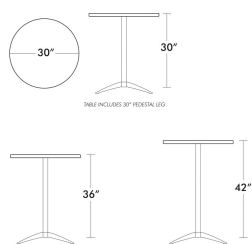


Tables: Circular

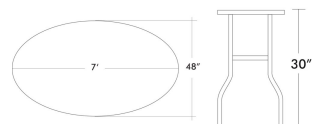




Tables: Various



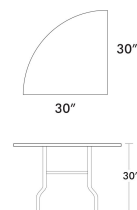
Cocktail or highboy



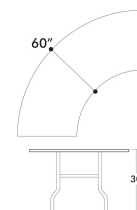
Oval



Tables: Display

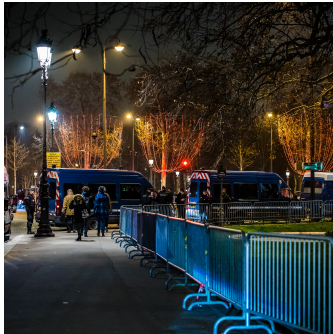


Quarter



Quarter Serpentine

Crowd Control



- Barriers
- Temporary walls
- Pipe and drape
- Trees & hedges
- Gates & fencing
- People

HVAC



- Comfort
- State of being
- Timing

Sound



- Ceiling height
- Wall surfaces
- Room materials
- Audit the room
- **What is the message?**

Light



- Functional elements
- Decorative elements
- Where to place?
- Where is power?
- **What is the mood?**



Power



- Have enough?
- Placement & cabling
- Fuel or venue cost



Standard Designs



Consider: Visibility



- Screen size
- Image quality
- Centerpieces, Chandeliers, Columns
- Amount of lighting
- Movement of program
- Timing of meals



Consider: Access



- Can you get to where you need to?
- What do guests need to see, do?
- Table, chair space
- Kitchen access
- Aisles, restrooms, exits
- ADA



Consider: Flow



Avoiding bottlenecks

Lanes of movement

Registration

Control points

Bars / buffets

Hallways, elevators, stairwells



Theater

Pro

- Optimizes space
- low cost
- quick set up

Theater



Con

- hard to work at
- Short comfort window
- Little guest space

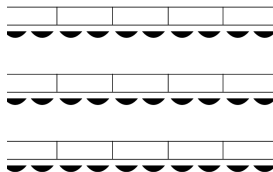
General Sessions



Pro

- Workspace
- Longer programming

Classroom



Con

- Can be expensive
- Takes up more room
- Longer set time

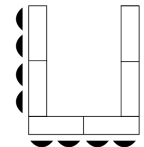
Work groups, training seminars



Pro

- Everyone equal
- Good visibility

U-Shape



Con

- Very inefficient space

Small groups, working meetings

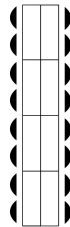


Conference

Pro

- Everyone equal
- Intimate

Conference



Con

- Limited usage
- Limited visibility
- Small groups only

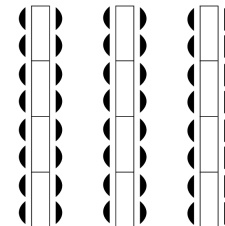
High-level meetings



Pro

- Great work space

Banquet



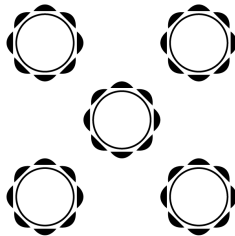
Con

- Linens needed
- Longer set up
- Space heavy

Pro

- Efficient use of space

Banquet Rounds



Con

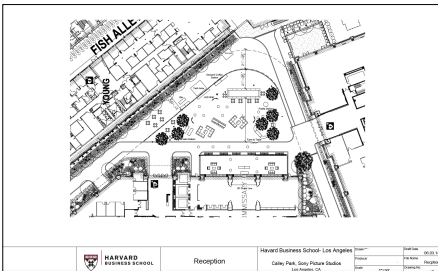
- Linens needed
- Longer set up



Floorplans



Floorplans



Always create, always share

Fully defined icons

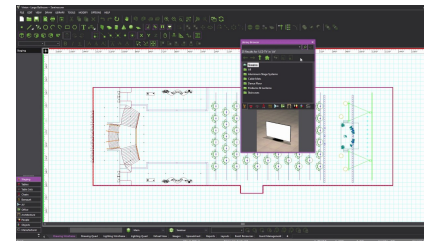
Correct scale used

Show all elements

Use version system



CAD Considerations



Complexity of your needs

Price

Learning curve

Functionality

Sharability / Integration