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**location location  
location: select  
an enticing  
destination and  
venue.**

## LOCATION LOCATION LOCATION: SELECT AN ENTICING DESTINATION AND VENUE

Just as it is in real estate, the location of your event is essential to a successful outcome. A desirable destination – local or international - is a key factor to inspire attendees to join the program. The destination and associated engagement to make the most of the event can be the difference between an audience being motivated and excited prior to arrival and a dull event to which the attendees participate dutifully.

One element that often goes unnoticed by event planners is how attendees like to discover what a destination holds. Even if the event is held in a destination used previously, the way the location is presented and the opportunities for attendees to try something new always enhances the overall experience.

Numerous factors affect destination choice - affordability, availability, seasonality, business travel mandates, time available, infrastructure support, politics, market situation and relevance to historical conference locations and group motivators.

The most appropriate destination will appeal because it is different from previous event locations, has an agreeable climate, exciting off-site venues for leisure time and must-see sites for pre- or post-conference extensions.

Technology now plays a major role in every event so infrastructure support will play a big role in your decision. You need a high level of service availability to meet the quality standards and expectations of the stakeholders and attendees.

An easy-to-get-to destination or one that is within a reasonable distance will increase delegate appeal due to the potential lower cost and ease of travel. You don't want your attendees arriving exhausted and unprepared, or unwilling, to join the opening session. You want them to engage with the destination, sessions and activities that can often make this 'a trip of a lifetime', so think carefully about what will inspire your people.

Safe locations with stable political and government environments will avoid any delegate concerns and increase confidence to attend.

If you or your event manager have never visited the location, you must invest in a pre-event inspection. Even if you have been there as an individual traveller, a site inspection is critical to investigate all aspects of the group infrastructure. Nothing takes the place of an onsite familiarisation where you get first-hand experience of what a destination and its venues offer. You cannot make an event location decision from brochures or websites.

### EXPERT TIPS

Exotic locations can have enormous emotional appeal but functionally they can let you down. The simple things we take for granted at home, like reliable electrical power and high speed internet services may not be up to the

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standard demanded by a professionally run event. If you want to deliver a high-quality program with suppliers who can communicate and work in a professional manner, deliver it on time with equipment or services as contracted, you need to work with an event manager who can build relationships with qualified and reputable suppliers. Don't be an event manager's guinea pig - work with experienced event managers if you want to get the best result for you, your attendees and your organisation.

Suppliers at various destinations can have a monopoly and charge higher rates due to their remote location. This often occurs with local audio visual suppliers. They may only have old reconditioned equipment and a few mediocre operational staff who don't provide you the confidence to get the job done. Consider freighting high-quality audio visual equipment to the destination and hiring your event manager's own trusted, experienced operators to deliver at a reasonable rate and provide a professional and reliable service. You won't regret it.

Meeting rooms along with supporting infrastructure must provide options for different size gatherings, while accommodation should offer different room categories to meet expectations of attendees, their partners and VIPs.

Outdoor venues for dinners and social functions add an extra layer of enjoyment for attendees provided the weather is agreeable. Each venue must be assessed for the group's size parameters, weather backup options, and cost to deliver the event, before a contractual commitment is made. If there is no alternate venue in the case of rain for example, the option cannot be guaranteed and other locations must be sourced.

### making a difference

*“ Ongoing moments that really touch and inspire me are... seeing where we engage with suppliers and teams around the world being a subtle agent of change. We get to influence the development of those we work with and they always remember and are thankful for their time with us as the experiences enables them to enhance and develop their offerings and roles to a higher standard than first presented. It enables me to spread a bit (or more) of my world view through these vectors of change. Our standards of delivery show that how you do what you do is as important as what you do. Style matters. ”*

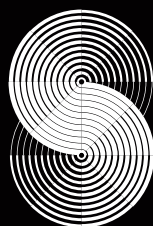


**we create events that awaken, ignite  
and motivate your people, building a  
renewed sense of connection and  
commitment to your organisation.**

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WE LOOK FORWARD TO SPEAKING TO YOU!

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