Conference and Convention Management
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PART-1: CONFERENCE
1 CONFERENCE AND CONVENTION INTRODUCTION

1.1 Definition

Conference and convention are used interchangeably many times in many places. However, the specific meanings of the terms are different. Again, the terms have meaning not exactly related to meeting industry. Some of the meanings and definitions of the terms frequently used in the meeting industry are as follows:

CONFERENCE

Normally conferences take place to disseminate and share information on a particular broad theme at a specified venue for a fixed period of time. Participant related to the theme present papers on the sub theme already identified. Audiences are given chances to put up queries to the presenter. Conference can be held from local to international level.

Conference is an important segment in tourism industry. Conference is a meeting, discussion, presentation association, union top program regarding to the particular area or point or objective. That may be sales promotion, new technology development, quality incensement, productivity improvement, etc. it is related with any subject like book excursionist.

Conference tourism is also called meeting industry because group of people come together to discuss in related problem or opportunities or threats. This conference is related with:

Meeting of association society. Union

Meeting of individual staff, small group, government, political profiles.

Therefore the conference indicates group discussion consultation, presentation, etc with the similar subject. The word conference used these days to describe an extreme wide varieties of meeting which range from UN conference to small meeting like half dozen of people sit round a table to have a hammer out of policy. Confrere is primarily or basically a means of communication because the attendees present the finding or result to the audience regard the topic.

Conference is meeting industry because conference are designed to bring people together with the aim to get high yell(productive) best result on a particular subject, matter. So it is to promote industry relation order to impact information. Conference is an event held by association, professions group and other membership of origin conference is to design bring people together. Conference tourism is important or hare big scope.

Meaning and definitions directly related to the meeting industry
1. **Confer**: taking or giving advices and discussions

2. **meeting for lectures and discussion**: a meeting, sometimes lasting for several days, in which people with a common interest participate in discussions or listen to lectures to obtain information

3. **meeting for serious discussion**: a meeting to discuss serious matters, for example, policy or business

4. **meeting of representatives of organization**: a usually annual gathering of local representatives of an organization, such as a political party, trade union, or church, where policy matters and other issues are discussed or decided • the Democratic Party Conference

Meaning and/or definitions directly not related to the meeting industry

**Conferring of something**: the conferring of something such as a degree or honor on somebody

**CONVENTION**
Convention is more formal than conference. It is mandatory to hold conventions for fraternal organizations, professional societies, social organizations, convention in a fixed interval of time as stated in the statute. It is somehow political. Elections of candidates for executive committee take place in many occasions. In spite of the elections, discussions and interaction can take place in the form of conference.

Meaning and definitions directly related to the meeting industry

1. **Gathering**: a gathering of people who have a common interest or profession • He's attending an convention in Iowa.

2. **A formal meeting** of members, representatives, or delegates, as of a political party, fraternal society, profession, or industry.

3. **Meeting to select candidates**: a meeting of delegates of a political party for the purpose of selecting candidates, or the delegates attending such a meeting • the Democratic and Republican conventions • the convention roared as the president stepped to the podium.

4. **formal agreement**: an agreement between groups, especially an international agreement slightly less formal than a treaty • under the terms of the Geneva Convention

Meaning and definitions not directly related to the meeting industry
5. **usual way of doing things**: the customary way in which things are done within a group
6. **familiar device**: a standard technique or well-used device, especially in the arts. *Her style does not follow the usual literary conventions.*
7. **General agreement on or acceptance of certain practices or attitudes**: By convention, north is at the top of most maps.

### 1.2 Different between conference and convention

1. Conference shows meeting of people to discuss problem opportunities and threats. Convention show general meeting of an association, political parties, religious argn
2. Conference is small volume of participation ranging from 30-50 to 300-500 convention is big volume of participation ranging from 20000,50000 like IATA,wTO
3. Conference meeting of business houses office or company, industry or small industry convention meeting of association, union, society
4. Conference comes together with group of people, convention comes together with moas of people.
5. Conference includes individual, regional, nation inter nation meeting in small volume. conventions includes international meeting big volume, multinational company big business
6. Conference describes an extremely wide variety of high meeting with which range from UN conference on matters of international importance to staff meeting with is a country Convention describe a formal meeting of men of representative or delegates as of a political party, fractural society big society professes.
7. Conference is body of process attending such meeting convention is a body of process attending such assembly.
8. Conference involves deligate speaking to Another eg. a scientific conference where people present their research. convention involves delegate meeting for common purpose eg. convention on climate change
9. A meeting of legislative bodies for concentration or discussion is conference. A long formal assembly of a group with common interest such as political or religious parties or trade union is convention.
1.3 Origin of conference

In the history of tourism, man has been travelling for different purpose like meeting adventure, leisure, etc. business tourism is an important segment or part in tourism industry. After industry evolution first production took place then to sales that product or industry sales that Product or increase industry sales people have started to travel different places or destination.

At that time, industry people also make gathering regard for new product quality design. Sales improvement and Branding. Company or personal or staff. But actually conference tourism was started. After 1960 when modern tourism took place specially due to technological change (aircraft so on), business globalization (mon, money and management), invention of computer reservation system(on line) development of big hotel(s specially big capacity like stars, 5 star, international stay service) development of transport system, development of specialist tour operator specialized conference hotel with All modern facilities entertainment, science, education. Cultural, technology was spread. The word, information revolution in the work education tourism, all kind and all level international cooperation was involved and a result people are engaged and exchange idea for the further development in different level

- To exchange information.
- To debate issue
- To deliberate on items of common interests
- All these has resulted in the development meeting ground i.o. Conference.
- Conference tourism is rapidly growing or popular because modern convention comply will all modern facilities are establishing day by day everywhere in world.
- In large hotels also modern conference and convention facilities are provided for the business people

1.4 TRENDS IN MEETING INDUSTRY

Followings are the current trend in the meeting industry observed by some of the leading meeting event managers in the world:

Trend 1: Staying closer to home

Companies are holding their meetings closer to home as resistance to air-travel continues in the wake of September 11, 2001 in United States. Conferees are being offered incentives, by their employers, for driving or taking motor coaches to meeting venues in an effort to avoid travel by air.
In some cases, attendees are choosing to drive 6 + hours to attend a meeting in order to avoid flying. Also, many annual company-wide meetings are being split into regional events held closer to home.

**Trend 2: Booking pace - “Short-term becoming even shorter”**

Clients are signing meeting contracts at the very last minute, and only after attendance has been confirmed, in order to avoid cancellation fees.

Major annual meetings are now being planned within the year for the year ... as budgets are undergoing extreme corporate scrutiny.

**Trend 3: Decreasing meeting budgets, meeting length, meeting size**

Meeting budgets and program length continue to be on the decline as companies re-evaluate expenses and suppliers step up the competition for customers, winning business with lower rates. The market today is buyer driven, with planners actively negotiating the very best deal, and looking for added value. For repeat programs, 2006 budgets are less than that of the year before.

Weeklong meetings of the past are currently being reduced to 2-3 days in length. These meetings now have a limit of one banquet or private dining event per conference instead of two or more such events per meeting as was common in previous years. Meeting groups have diminished in size 20-25 persons per conference -- although this is not a drastic reduction. Large annual meetings are being split into smaller quarterly meetings.

**Trend 4: Third-party meeting planners**

Third-party meeting planners continue to manage increasingly more conferences. These planners identify meeting venues, negotiate contracts for space, arrange transportation, schedule theme events and provide entertainment, often attending the meeting as well.

**Trend 5: E/ Videoconferencing**
This face-to-face meeting alternative seems to have been a reactionary approach following the events of September 11, 2001. Currently, the demand for videoconferencing has tapered off. E-conferencing through internet has been a new trend in the meeting industry. When this technology is used, it is for smaller groups.

**Trend 6: Meetings being held tend to have accompanying components**

The focus of meetings today is on optimizing the resources i.e. overall meeting investment. Thus to make the program effective and capitalized, exhibitions and/or effective training components has been a common practice to make them part of the meeting events environments -- to maximize use of time and the.

**Trend 7: Teambuilding remains popular**

It has been felt that the individualistic approach in holding meeting is not fruitful whereas team approach has proved to be more effective. Even in a slower economy, companies remain willing to invest in creative teambuilding programs. Demands are for increased innovation in these programs beyond the traditional high & low rope courses of the past.

**Trend 8: Technology demands increase**

Demand for use of Internet access remains strong. LCD projectors are essentially standard today and demand for LAN lines to link laptops of all attending participants is increasing. A data port in each meeting room and guestroom is standard today. Many guests, especially from the high-tech industry, are looking for high-speed Internet connections as well.

PowerPoint presentations remain commonplace in most meetings. Interesting, low-tech flip charts also remain a very popular tool.

**Trend 9: Internet bookings rise**

The use of the Internet to review meeting venues and to actually book meetings continues to increase each year, with some properties booking 2-3
meetings per month via the Internet. Email usage for requesting and delivering contracts is steadily increasing as well.

**Trend 10: Moderators**
Many of the meetings in the past have been proved as ineffective due to uncontrolled proceedings of the meeting. Thus, the trend has been to appoint a moderator so that the meeting can proceed as per agenda in such a way that meeting is effective and fruitful.

**Trend 11: Reducing inauguration duration**
The trend has been to reduce inauguration length. Instead of letting all the dignitaries seating on the dais, only few selected ones do deliver speech. The practice of addressing to all the dignitaries by all the speakers, has been changed. Instead, the later speakers do not address to all the dignitaries seating on the dais.

1.5 **Need of CC:**

- In order to avoid this situation thereby to make the research useful, conferences are very necessary.
- to share the information about the current practices and best practices, the lessons learnt, new innovations, the conferences are needed.
- New products, inventions coming up-needs program for dissemination and promotion
- For bridging the gap the conferences are needed where many people from different background can meet in a single venue.

1.6 **Scope of meeting industry:**

Scope of meeting industry in terms of conference, conventions, seminars are growing day by day. New discoveries and inventions have been made very frequently. New products, inventions coming up-needs program for dissemination and promotion. It is necessary to disseminate the outcome of such events. Government organizations as well as NGOs/INGOs are also involved in various policy related activities. Findings of activity of one place may be replicable to another place as well. Similar works are
being carried out by many organizations. So it is better and necessary to coordinate and have information about such work in order not to repeat mistakes and sharing lesson learnt. For this matter conferences, seminar type of events are really important. This importance has been felt by such organizations. Thus, scope of conferences, seminar is getting large. To facilitate holding the events, Sponsors for supporting and promotion of the product and idea have also come forward.

Meeting ranges from staff meetings within company to United Nations conference of international importance. Many donor agencies or financial institutions have their own policy to invest so that their donations or investments are cost effective or benefit. In order to achieve this result, frequent conferences with the stakeholders are a must.

Scope of conference
1. Economic generation.
2. Employment opportunities.
3. Image of the country
4. To see competitors policy and strategy
5. Build international relationship
6. Social cultural improvement

- Volume Business: It indicates the big business. It contributes more profit so it is important in tourism business.
- High ability to bring high yield: Due to high volume business there is high ability to bring high more economic (capacity to bring high yield.
- throughout the year, the conference is continuously operated. It is Maximum used when the tourism industry is off season.
- Employment generations highly skilled employees are needed.
- Support other industry; like airlines, hotels, car rented, transportation industry.
- Increase image of other countries: It pata countries people. Want to know about Nepal.
- Economic benefits; high capable people travel, volume transection company will pay so there will be high pay, due to economy benefits other industries will also get opportunit

Having seen the importance and opportunities, growth of conference centers and hotels equipped for meetings have taken place. However, Scopes are governed by:
• Physical facilities
  o Growth of conference centers and hotels equipped for meetings
• Resources
• Security

To develop conference tourism, there are some ingredients:
• Peaceful destination
• Diverse attraction and cultures
• Suitable climate
• Affordable destination

1.7 Meeting planners

Meeting planners provide professional service according to need planner, can do scientific budgeting control over the over costing of suppliers and offer advice for successful operation of meeting. Meeting planner can provide exact professional quality service on:

- a. no. of guest room actually used by the member
- b. change in hotel personnel (so that they can expect future changes)
- c. potential hotel labor problem (other charges that might effect their function)
- d. quality and performance of required equipment (audio/visual, OSP, computer PowerPoint)
- e. they can improve sales productivity
- f. they can supervise in working well.

• Meeting planner first choice is to define finest accommodation off site properties with lowest possible cost.
• Professional meeting planners can find out the actual site selection or recruitment for best possibilities
• Full time meeting planners are experienced and usually know what they need and want how to go about getting exactly, etc.
• Meeting planners may be divided into three levels of professionalism:
  a) The facilitators (50-60% meeting planners)
  b) Meeting managers (professional meeting planners)
  c) Meeting administrator (highly qualified meeting planners)

Planners must have advance degree and years of experience, high level of expertising planning meetings.

- there are many types of meeting planners or specialist intermediaries performing different sectors of conference events, exhibition, etc.
a) Professional conference organizer  
b) Venue finding sonice.  
c) Incentive travel agent  
d) Destination management company  
e) Business travel agency  
f) Corporate hospitality company  
g) Exhibition organizer  

Roles and responsibilities of meeting planner  
1. Site selection  
2. Accommodation and transportation  
3. Recreational activities and entertainment  
4. Audio/visual and other equipments  
5. Gifts and awards  
6. Personnel and professional human resources’  
7. Printing and communication  
8. Speakers( host/ other of the program)
PRE-EVENT

2 Planning, preparation and execution of conference

- Planning the total conference
- Designing to bring people together of related subject and related group
- It is very big business concerned of government and organizations throughout the world.
- Growth of organization
- Extremely wide verities of meetings
- Success depends on communication with attendees on conference
- How to major the success- degree to its objectives achieved
- For success due on scientific basis of whole planning of conference
- Business discussion
- large profit depends on registration fee

due to the main aim to attract delegates from home and abroad for that-scientific event or conference management- effective management

- board must be distinct or powerful from other type of conference

Basic elements of any conference are similar but the details will vary

1) according to venue
2) types of conference
3) size of events or conference
4) objectives of conference

Therefore, we have to manage or plan particularly many differences in detail for effective conference planning and organizing

While organizing conference some must tricky elements are choice of venue, securing audience, detail planning budgeting evaluation

Conference planning

- Objective setting
- Choice of venue and location

Objective setting
- first we should know why the conference or event is being held
- It may for different reasons and what are their objectives
- One single objective (main objective) or multiple objective(subsidiary objective)
- Objective must be clear and measure able in terms of success
- One prime objective is best for the planning
- Clear and understanding objective will be the great throughout the planning and will make success more clear

For setting objective following points should be known:

- Internal or external
- Scientific or medical
- Social responsibility
- International or domestic
- Training or seminars
- The chosen objective are clearly related to the desire audience and organizer
- For setting clear objective from beginning a budget has to be established fixed or estimated

Choice of venue and location
- The success any event depends upon the choice of location and venue
- While choosing a venue management policy should consider no of attendies, national v/s int’l exhibition plan mode of an rivals any special plan all required facilities are available in a hotel pick or off season national or initial venue

Based on above points initial research for a suitable venue

- the chosen or available venue should meet all
- Some prefer to choose at hotels
- Some prefer conference center
- Location should be exotic, unfamiliar place romantic, resorts and hotels
- Some hotels are established particularly for the conference program
- Specially designed for conference and convention
- For selection of venue past experience is essential appoints on experience conference organizer for selection of venue
- Use the service of specialist company
- Consult conference department of leading hotels group
- Reference group
- Personal inspection of potential inspection of potential venue.
- For best venue legal contract or agreed on writing at an early date with every major details
- Be aware of booking in unfurnished hotels or center
- Should have bargaining power in room rote, food and beverage also in venue itself.

Minimum physical requirements

Depends on estimated no. of participants, Type of program, cost and local authority regulation
When selecting venue 12 general requirements:

1) Space and sitting
2) Technical service
3) Lighting system
4) Ventilation and heating
5) Power
6) Catering, toilet, telephone car parking and other
7) Sign post
8) Liaison with venue management
9) Noise
10) Sound reinforcement
11) Registration area (outside the venue)
12) Organizer’s office

Budgeting
- Financial management of the whole program which includes the arrangement of all required funds
- Detail Budget must work before undertaking a conference because any or every movement should pay any kind of expenses. That must be known in advance carefully
- Estimated budget – pre planning period
- Actual budget- after final decision
- Take help or advise of expert financial manager.
- For scientific budgeting previous expert is needed.
- Profit or success or failure depends on budgeting
- The main item of conference budget will be:
  - Hiring of accommodation
  - Cost of catering and functions
  - Securing on audience
  - Conference printing and documentation
  - Expenses of chairman and speakers
  - Cost of audio, visual aids
  - Interpreters, etc
  - Gratuities – flowers, decoration ingredients photography, banners administration, certain percent contingency
  - Commercial exhibition expn staging cost, room partition cost
- Budgeting must work out carefully and also essential to monitor or supervise or detect cost throughout the planning and operation of the event

Evaluation of event (what it is needed? )
- To learn any lesson which might make the next event of the same nature more efficient and successful
Measurement of result is difficult but it is done in different way to measure degree of success. Eg. Physical setup, expected audience, looks, attractions, information provided are measurable.

The following criteria should be considered in judging:
1) Were objective and aim of event of conference achieved fully or partially
2) Was venue and environment suitable to the event
3) Were majority of participants satisfied
4) Was the organization and administration efficient
5) Was the event financially viable

Organizing committee (regarding planning)
A. Fixed costs
   1) Legal counsel fee
   2) Accounting or auditing fee
   3) Committee meeting expns
   4) Insurance
   5) Bank charges
   6) Speakers (anchors)
B. Variable cost
   1) Professional conference organizers fee
   2) Pre-conference promotion

Organizing committee (regarding planning)
A. Fixed costs
   1) Printing
      - Preliminary announcement, registration form, other announcement, stationary and letter heads, souvenir, delegate listing invitation cards for special function social function program spouse program
   2) Design of logo
   3) Meeting room rental
   4) Personnel or staff reception and registration
   5) Opening ceremony entertainment
   6) Equipment rental
   7) Interpreter fee
B. Variable cost
   1) Postage
   2) Meeting venue - decoration signs, flowers, etc.
   3) Rental of audio/video (A/V) equipment
4) Souvenir for VIPS and speaker
5) Name bag, carry bags, ribbons, etc.
Subtotal = subtotal FC + subtotal VC

Accommodation committee
A. Fixed cost
1) VIP’s executive and guest speaker’s accommodation.
2) Rental for registration boot space.
3) Rental for secretarial office and other committee rooms.
4) Rental for boxes or storage office.
5) Rental for office equipments, furniture etc.
Subtotal=
B. Variable cost
1) Welcome reception
2) Farewell banquet
3) Tea, coffee or soft drink
4) Lunches and other meals
Subtotal
Total = FC + VC

Publicity committee
A. Fixed cost
1. mailing
2. press release
3. welcome banner at airport and meeting venue
4. Rental for press center, etc.
Sub total
B. Variable cost
1. Press conference table, desk, name card, refreshment
2. Photography
Sub total

Tours and transport committee
A. Fixed cost
1. Cars for VIP’s, managers, etc.
2. Arrival and departure transport
B. Variable cost
1. Official sightseen tours
2. Official technical visits
3. Arrival, departure transport
4. Hotel or meeting venue transport
5. Spouse program
6. Social event
Exhibition committee
Fixed cost
1. Deposit of exhibition space
2. Security at exhibition space
3. Exhibition contractor fee
4. Printing for exhibition registration form and brochure.
5. Rental for exhibition office, equipment, furniture, etc.

Variable cost
1. Personnel for exhibition (Receptionist)
2. Rental for additional equipment, etc.

2.1 Objectives

Any conference, convention and the like event has its objective. At the end of the program, the participants or organizers would like to have some result. Thus, it has to be very clear that one should know with what objective the program is going to be held as further detailing of the program has to be accordingly. Some of the major reasons of holding the conferences may be as follows:

Internal communication

(a) Part of a regular programme of information within a company, organisation or community or mutual interest group.

(b) A special meeting to face an unexpected situation or to discuss new policies or outside intervention.

(c) Sales or marketing conferences within a company.

External communication by a company or organisation:

(a) Events to interest the outside public, by announcing new discoveries, new developments within the organisation, etc.

(b) Attempts to secure cooperative action on specific projects or policies.

(c) For purposes of lobbying national or local government, nationalized industries, etc.

(d) Seeking good publicity by celebrating anniversaries or other landmarks or progress such as opening new premises.

Scientific or technical meetings
Most scientific and technical bodies hold a regular program conferences, seminars and meetings to review progress in particular specialty and to discuss new ideas and to argue about new theories. These meetings can be held nationally and internationally.

**Social responsibility**

Numerous meetings take place every year designed for betterment of mankind. These are usually public meetings organised by special interest groups. These include conferences organized mainly by voluntary organizations.

**International meetings**

Hundreds of important international meetings are convened every year by United Nations, UNESCO, ILO, FAO, WHO and similar bodies. World-wide organisations like Rotary, Lions Club meet yearly in different countries. Many academic institutions, professional societies hold these meetings internationally at varying periodicity.

**Commercial events**

Many conferences are organised worldwide inspired by the wish of the organisers to benefit financially from the event or to assist the success of other events.

**Training**

Associations and professional bodies periodically organize trainings to make the members trained in a particular field.

**Seeking solutions**

Many organizations, projects working in a particular field face some problems on certain issues. To get rid of such problems and to resolve the issue, workshops are organized inviting the stakeholders. Such meeting events need separate arrangements in terms of seating arrangement and meeting proceedings.
2.2 Theme

Themes and objectives shall go together. First, Broad theme shall be identified. Depending upon the objective of holding conference, brainstorming shall be done amongst the members of the organization. Then the identified theme shall be finalized by making it clearer. After finalized the broad theme, sub themes shall be identified, under which papers are presented by participants.

2.3 Committee

Conferences have various activities involved. Specific activities and tasks shall be handled by capable and related persons in the team. Thus, various committees are formed to carryout the tasks smoothly. If necessary, in case of large conferences, sub committees are also formed. Followings, but not limited to, are some major committees formed while holding conferences.

Management committee: For managing and coordinating overall activities and tasks of the conference.

Advisory committee: For giving advice to run the program smoothly. Honourable and dignified persons related to the theme of the conference are the members of the committee. Sometimes the number and quality of participants depends on the members of the Advisory Committee. Them members can be internationally renowned personalities as well.

Logistic committee: For managing and organizing equipments, accessories, printers, computers etc, which are vital for carrying out the conference successfully.

Publication committee: For selecting and finalizing publication and printing matters necessary for the conference. The committee members shall have passion and patience in design and publication.

Promotion committee: For promoting the information about the conference.
**Security committee:** For managing security personals and system during the event. It is required especially when high profile persons are participating in the conference.

**Finance committee:** For taking care of all the financial matters.

**Scientific Committee:** for selecting and finalizing the papers, in case of more than desired papers are submitted for the presentation.

### 2.4 THE DESIRED AUDIENCE

The chosen objectives are closely related to the desired audience. Number and types of audiences depends upon objective and meeting types. This may be a small clearly identified group or a wide sector of the public. However good an event, it will only succeed if the right audience is secured and therefore adequate publicity is essential.

Advance notice of the event should be given as early possible since many people plan their schedules far ahead. Also if advance notice is given early there is less likelihood of conflicting events being organized during the same period, adjacent to it.

If the persons likely to be interested in the event can defined, the most effective way of reaching this potential audience is by direct mail and through company publications. If, however, the field of interest is rather wide, additional method publicity is through the trade and technical press. Advertising such publications is often costly, but it is usually possible to these journals to publish announcements of the event in editorial columns without charge.

Whatever possible promotional tools available, shall be used to reach the information about the particular event so that the desired audience is secured.
2.5 Suitable time

In choosing the date of the event, external influences such as Bank Holidays, religious festivals and school holidays may have an effect on the size of the attendance. In general, off-peak dates may mean easier travel, lower fares and cheaper hotel accommodation. This is not to suggest that these considerations should be the main factors determining the choice of dates but they are worth bearing in mind if the dates are not pre-determined. While in general one tries to avoid clashing with other events, it may be good policy to choose a time to coincide with other complementary functions. Above all, do not clash with conferences or exhibitions that are likely to attract the same audience.

2.6 VENUE AND LOCATION

CHOICE OF VENUE

Venue chosen should be compatible with types of program and audience. Comfort of participants is of paramount importance while selecting any venue. Some points to be considered while choosing location and venues are:

- Is the locality fixed, or restricted within narrow limits, or completely open?
- How many can be expected to attend to be accommodated in the venue?
- Is an accompanying exhibition planned to be accommodated in the venue itself? Conference rooms and exhibition area close or not and easy for participants to commute.
- Common mode of transportation to be used by the participants is available and suitable?
- Is it desirable for all to stay at the same hotel and the venue can accommodate them all?
- Will there be a substantial number of accompanying persons?
- Is the inclusion of an attractive social programme an essential element that can be arranged in the venue?
- Is it policy to stage the event in an urban conurbation, in a secluded country area from the point of view of security or other reason?
- Will an overseas venue be considered?
- Can the event be held off-peak, November-March, or is a date between April-October essential?

- Conference centers, Convention halls, Hotels, Motels, Clubs, Colleges, Cinema hall, Theater, Town halls, Boats are options for venues.
VENUE NEGOTIATION

Literature published by hotels and conference centers is oft-inaccurate-in details such as size of rooms, numbers that can accommodated in various rooms, catering facilities, quality bedrooms, etc. Thus, inspect the venue before negotiating. There is no substitute for personal inspection potential venues. This inspection should be very thorough and cover all potential problems.

Double booking is a constant threat. Even the best venues sometimes commit this cardinal sin. To avoid this problem get every major detail agreed in writing at an early date.

Beware of booking events in unfinished hotels or centers-Events beyond human control can cause delay in completion. If bookings are made far ahead, get firm estimates for charges that will be made for accommodation, meeting rooms, catering, etc.

It is always advisable to rely on the past experience while negotiating. Bargaining is common practice in many of the hotels and conference venues.

2.7 Physical Requirements in Venue

Physical requirements of meeting events like conference and conventions depend upon type and scale of events. Some of the physical requirements are follows:

**Space and Seating:** This will depend on the shape of the room and number of participants. In most cases, however, the number of participants can only guessed. It is always wise to book rooms larger than you expect to need. It is comparatively easy to "shrink" a room with plants o screens but nobody has yet found a way of "stretching" one.

**Sound reinforcement:** Adequate modern microphones for use of platform and audience.
**Lighting:** Suitable lighting is essential. Lighting must be controllable within the room and by two or more circuits.

**Ventilation and Heating:** Comfortable environment is essential. Not too hot—or too cold—or too draughty.

**Noise:** External noises should be excluded when doors and windows are closed. Entrance doors should be silent" and self closing. Sometimes even flooring with parquet laid can make noises.

**Power:** Ample sockets with fused plugs are needed.

**Signposting:** Direction signs from main entrance to registration area and auditoria should be large and clear.

**Registration area:** Must be outside the conference auditorium and large enough to cope with largest number of delegates.

**Organizers Office:** A separate well equipped office is needed for the organizer.

**Parking:** Parking facility is of ample requirement for holding any large conferences

**Services requirements in venue:** Other services required in the venues are: Cloak room, toilets/restrooms, Telephones, Internet, Catering. Must be adequate to meet the requirements of the particular event without undue delays.

**PA systems:**
Audio-visual aids, television monitors, overhead projectors, flip boards, etc should be available and the rooms should be high enough for their satisfactory use.

Audio visual equipment - audio
Microphone (Podium, Table, Floor Podium)

Lapel Microphone (Wired)

Wireless Microphone (VHF or UHF Hand Held or Lapel)

4 Channel Mic Mixer

6 Channel Mic/ Line Mixer

CD Player

Cassette Player or Recorder

Audio visual equipment - video

28" TV & VCR C/W Skirted Cart

20" TV & VCR c/w Skirted Cart

13" TV/VCR Combo Unit

VCR VHS Player

VHS Camcorder with tripod

LCD Video Projector c/w VCR, Cart & Mixer Patched to House PA

Audio visual equipment - screens

Foot Tripod Screen

8 Foot Tripod Screen

10 Foot Roll Screen

12 Foot Roll Screen
6' x 8' Fast Fold Screen c/w Dress Skirt (Front or Rear Projection)

71/2' x 10' Fast Fold Screen c/w Dress Skirt (Front or Rear Projection)

9' x 12' Fast Fold Screen c/w Dress Skirt (Front or Rear Projection)

10' x10' Fast Fold Screen c/w Dress Skirt (Front or Rear Projection)

Audio visual equipment - computer projections

LCD Data Projector - SVGA (600 x 800)

LCD Data Projector - XGA (1024 x 768)

14” Computer Monitor c/w Skirted Stand

17” Computer Monitor c/w Skirted Stand

21” Computer Monitor c/w Skirted Stand

29” Computer Monitor c/w Skirted Stand
2.8 Announcement

Even when the event in question is a regular meeting, held annually or every 2, 3 or 4 years, it will be necessary to alert members - and others to the timing and location of the forthcoming conference and to arouse their interest and desire to attend. In case of international conference which takes even a year's preparation time, it is necessary to give preliminary information about the program particularly to the paper presenter and potential participants as well. This helps the organizer to finalize venue and program in detail. 'Call for paper' is made in advance from the participants on particular sub themes. Abstracts are collected and then selected from them. If there are more papers of good quality but because of time constraints can not be given space for oral presentation, then these are put for poster presentation.

2.9 SECURITY

While security is talked about, it is the security of exhibits, goods and the people (participants and delegates).

Strict security is a main consideration when VIPs are present or other people who might conceivably attract the unwelcome attention of one of terrorist groups. It is, nevertheless, an aspect of conference planning that deserves more attention than it often receives.

When selecting a venue, the security aspect should be borne in mind if there is special need for it. In an extreme case, a country hotel that can be isolated may be the best choice. Normally venue that is used regularly for meetings is likely to be satisfactory.

It is wise to enquire about access to the locality whether it is easy for members of the public to intrude on proceedings.

Another aspect is the monitoring of access to the conference hall. Usually, one or more stewards guard the door and only admit badge wearers or those who can establish their right to attend. The aim should be maximum control with minimum fuss. In some developed countries like USA, it is sometimes the custom to use armed security guards for this purpose and the effect is not a happy one.
If you are relying on the police or other official sources protection for your exhibition or conference it is necessary to ensure that this security will operate the whole time it is required.

Apart from security, fire precautions should be scrutinized.
An international meeting on safety and security of conferences was held in London in October 1988.

2.10 PROMOTION/PUBLICITY

Promotion/publicity is mainly needed to secure the audience. The more the publicity the more the targeted audience will know about the event. In many cases the desired audiences can not take part in the program just because of lack of information about the program. On the other hand the organizer misses the desired audience. However good an event, it will only succeed if the right audience is secured and therefore adequate publicity is essential.

Similarly, the publicity is equally important to attract sponsorship. The interested companies shall have the information about the program so that they come forward to sponsor the program. The sponsoring companies or organization always look for the mileage they get by sponsoring the program. They always would like to have maximum benefits from the program. More targeted visitors are needed for the benefits of the sponsoring companies or organizations. Thus, promotion/publicity is needed for that purposes.

Advance notice of the event should be given as early possible since many people plan their schedules far ahead. Also, if advance notice is given early there is less likelihood of other conflicting events being organized during the same period or adjacent to it.

Print media
National dailies are the good place to put advertisements of the program. It is rather costly to put the advertisement in the front and is further costly if the matter is in four colour. Normally the unit of the cost is per column cm.

Radio
Local radio / FM can help in giving publicity about the subject and about leading dignitaries and major speakers. Depending the time of airing the matter, cost varies. Similarly, number of words is also unit for charging.

Internet
Internet has becoming a powerful tool for disseminating the information about the program. The desired audience can be made informed to visit the website for further details about the program.

Emails
Direct emails to the targeted audience have been very cost effective yet economical and fast reaching tool. All the information about the program can be sent to the target group with much cheaper price. For this, addresses of the desired audience are necessary.

Postal service
If the persons likely to be interested in the event can be defined, one of the most effective ways of reaching this potential audience is by direct mail. One way of reducing the clerical work involved is to print the name (or title) and address on each letter and to use window envelopes.

Miking
In small towns, this tool can be employed to disseminate the information about the program effectively. However, the time of crowd on the road has to be identified.

Press meet
Prior to the commencement of the program, it would be a good idea to hold a press meet. On that meet, all the details about the program can be disseminated so that the press will publish the information on various media and the information is reached to the public and the target group. The preparation and distribution of press notices advance and on the eve of a meeting is worth considering.

If the press is invited, suitable arrangements should be made for their reception and assistance. Television and national or local radio stations may also be interested to send representatives. They will expect to receive a press pass to attend and to receive copies of all documentation. Press and
broadcasting arrangements should be made in good time—not at the last minute. Many conference centres are exceptionally well equipped for direct transmission. It is unlikely that all the press representatives can be invited to the conference banquet or similar function. It is usual to restrict invitations to a select few.

Apart from the obvious requirement of a press room and reserved seating for the press in the meeting room, it will be desirable to hold briefing sessions if the subject is technical or scientific. One method is for the speakers to meet the press at the end of each day and to explain any technical points and answer questions. In a large conference, one person should be delegated to look after the press and to help them cover all aspects of the meeting.

Personnel networking
Personnel networking play a vital role in disseminating the information about the program. Contacts in the social organizations, professional societies, working office, academic institutions etc. can be utilized in publicizing the program. Sometimes personnel influence can play an instrumental role in securing desired audience.

Co-organizers
If trade associations or professional bodies are likely to be interested in the subject, they will usually consent to inform members through their newsletters which are a regular form of communication between an organization and its members. In some instances the organization will even send out copies of the brochure to all its members, but a small charge may be requested for this service.

Editorial publicity
It is usually possible to popular journals to publish announcements of the event in editorial columns without charge. Magazines, Journals, weekly tabloids can be made use of for making publicity of the meeting events through the coverage in the editorials. Editorial is the widely read column in any such publications. The editorials can be made cover certain aspects of the conference in such a way that the readers have information about the event
**News letter**

Through newsletters which are a regular form of communication between an organization and its members, publicity can be made. With larger conferences, a daily newsletter, which can including updating of the list of participants, together with advance programme changes, can be useful. This of course needs single-minded devotion of at least one man or woman and good distribution scheme.

**Television**

Advertisement in the television in the form of slide or some comical form can be very strong and powerful tool for publicity. It also depends upon when the publicity has to be made from the point of view of media service.

**Displays / Hoarding Board**

With the permission of authority, hoarding boards can be used. However, it is not that cheap as compared to others. The boards normally are rented ones for a year. It is operated by the media agencies.

**Publications (Brochures, Pamphlets)**

The initial brochure should be as clear and informative as possible. It should be sent out with an accompanying letter, as this is likely to avoid its being discarded unread. If a leaflet about a seminar is sent out without an accompanying letter it is likely to get no further than the post room or secretary. If the letter gives a name or title, it is much more likely to be read by an executive who might wish to participate or send members of staff.

**Banners/danglers**

On the cross roads and main roads, banners and danglers can be put so that public and passerby can have a look at them. Permission may have to be taken from the local authority to put the danglers on public posts. Size and contents of the danglers and banners vary according to the location.

**Items**

Gift items, ‘T-shirts’, caps etc can be used to create mood of the program. This can also be used as to who distribute the items
2.11 FOOD AND BEVERAGE

The conference sessions will provide plenty of refreshment for the mind and intellect. Participants will, however, also expect bodily sustenance in the form of food and drink. The provision of appropriate catering is an important part of any event and particularly so if the event lasts several days.

When selecting a venue, care should be taken to ensure that appropriate catering and trained staff will be available at the right price. This will also affect the timing of the overall conference programme. Policy decisions have to be taken on the price level of food to be provided. Timing is very important and it is essential to have assurance that the caterers can provide quick service as well as good food.

Meal planning shall be done according to the program proceedings. Some programs need breakfast, Lunch Tea and Dinner, but it is not necessary to provide the participants with all. Some conferences do not provide luncheon for participants, expecting them to make their own arrangements. This is not to be recommended as they may be late in returning and also the luncheon periods are very valuable for informal discussion.

Care is necessary in choosing the menus for the various meals. There should be variety and by all means allow the chef to display his creative skill but care must be taken to avoid problems with participants who may be vegetarian or have religious objections to certain foods. This question should be discussed with the banqueting manager when selecting menus. If the event lasts more than one day, it is wise to ensure that the menu is different for each meal.

Monotony has to be broken by various means. Changing menu, venue, arrangement of seats, music can break monotony. Changing table clothes, decoration, serving system, utensils, timing can also contribute in breaking the monotony.

Wine, red or white, is usually offered at luncheon in western society. It is not necessary to be too liberal in this respect as more than one or two glasses of wine may induce sleep at the afternoon session. Whether the luncheon service
is by buffet or waiter service it is necessary to keep to time. Most caterers will request 1.5 hours for serving a three course meal but it should be possible to improve on this. If there is to be a guest speaker at the luncheon it is reasonable to allow a longer time for the break, say two hours.

**Food and beverage service in conference**

- Labour intensive service where skilled, unskilled, semi-skilled, HR are important
- Separate department, kitchen department, restaurant department, costing department
- Catering management either hire catering as use hold catering, food quality given in outer area.
- Requirement of kitchen: (back of conference hall) need extra space needed to serve; catering management is done for effectiveness of conference.

- Functions of F and B department is divided into section called outlets. There outlets are banquet, Coffee and pastry shops fine dining restaurant bars.
- Such dividing and specification will enhance and show quality efficiency, effective management and control or the department
- In the small hotels the functions of different outlets is performed by 1 or 2 section or outlets
- In large hotel the function of different outlets is performed by different outlets
- F and B required different sections to deals with various aspect of food preparation and service
- F and B service is based on the scale of operation and no of outlets
- F and B department of a hotel can produce high revenue and generate positive guest relations though well non function.
- Successful F and B can contribute greatly to the of overall profitability of the hotel or conference because, F and B is high scales volume in hotel and conference
- In conference F and B is provided in package cost because it can generate high profit –Not provided discount in package.

Not provided discount in package.
- F and B department has to provide excellent goodual, quality service and high standard equipment (in t’l standard, furniture, dining, infrastructure)
- F and B also have to provide room service, it is very important – some delegates have special requirement, different causes like disabled, VIP. Personal interest, sick, security.
- In conference different hypes of delegate come from worldwide. F and B department can satist them by providing different kind of foods as per their needs and wants otherwise they may not join or attend next conference.
• Some delegates need high quality, hygienic perfect int’l standard service that must be provided by f and b department. So f and b department service is needed in conference management

• Conference or event are operated at different venue. Of organizers requirement. F and B departmen t must capable to provide service at the chosen location so, for the successful operation of conference. F and B service is one of the important function to satisfy guest and ultimately to increase profitability.

- In some conference F and B is organized by self( venue ) or through hotel by special negotiation but in large conference there will be separate F and B department, F and B manager, and other managers and department as required outlets and size of conference

- For effective management and operation of conference and events F and B service is an arm; can provide decent meals and snacks as required can provide different menu as required by guest or organizes, can provide during different time of day; provide taste preference of delegates and promptness of services provide service of delegates and promptness of service; provide service in fine dining restaurant in formal and ladies style. Entertainment in form of music and other activities may also be provided

- Kitchen operation is managed by F and B detailed knowledge about participants and their required food and food habit; food cost, serving time style operation etc. for e.g. soft drinks, hard drinks different types of food

- F and B service can fulfill customers eating habit and expectations, taste, quality service, ( room or other service ), religious food ( Hindu, Muslim, Christian )

- UK research says 20% complain is in F and B service

- The main responsibility of F and B department is to provide hygienic food becoz it is necessary to stop rood poisoning as any other effect

- It is 1st choice of guest

- Knowledge of different types of equipments are also needed for perfect or proper service to different types of delegates. For e.g. East and west food habit and equipment are different

- Functions of F and B department is divided into section called outlets. There outlets are banquet. Coffee and pastry shops, fine dining. Restaurant bars,

2.12 FUNCTION

Functions play a supporting role in conferences, nevertheless the success or otherwise of an event is often dictated by the adequacy of catering and the enjoyment of the various functions arranged.
Receptions
Receptions need careful planning and important point is to ensure that the formality or otherwise matches the occasion. Protocol has to be maintained. The rooms selected for the reception should be of the right size and environment, and if the chairman is to receive the guests then suitable arrangements should made for this. It is also necessary to ensure that cloaks, facilities are available and that there are adequate direction and staff available to direct guests.

Technical tours
The tour is especially of the interest of the participants. It can be organized during the conference as part of it. If the program is of long duration, it is arranged in the middle of the program. If the program is of short duration, such programs are kept at the end of the program.

Social Functions
The decision to have social functions depend on the type of event, but if they are decided upon then planning should be as meticulous as that for the rest of programme. Social programs are designed and organized according to the taste and age group of the participants. Number of participants shall be confirmed beforehand. The functions provide the participants with sufficient opportunity to have informal discussion. This can be in the form of social welfare programs.

Accompanying Persons Programme.
When a conference attracts considerable number of wives, husbands or friends accompanying delegates, it is usual to organize a special programme, and should be selected to meet the likely wishes of the majority those who will be taking part. The timing is important if there are special functions in the evening, eg. a banquet or reception. There are many organisations who will undertake arrangement of visits and trips of this kind. It is desirable that there should be some hosts accompanying each visit.

Culture programs
It is a common practice to organize a culture program at the end of the program. It is more meaningful if the participants and delegates are from foreign countries as the participants are always eager to know about the culture and tradition of the host country.
2.13 PUBLICATION and PRINT

Documentation
The nature and the comprehensiveness of the conference documentation distinguish between an amateur and professional approach. It will not usually cost more to have really well designed and coordinated documentation but it requires thought and proper planning.

In an international conference, or any other large event, it is desirable to decide at a very early stage the color scheme an overall design which will be adopted, firstly to publicize the event and then to maintain a "family" style throughout. The parent organization may have its own logo and this can be adapted to produce a new striking design which will publicize the forthcoming conference while at the same time emphasizing its connection with its sponsor.

Brochures
Once the feedback and response from the participants is received, them preparation for detail work can be initiated. Once of them is to print brochure. It is also equally important to make the program know to the stakeholders. Information shall be disseminated to the sponsors as well. For this sake, brochures containing all the information regarding the time, venue, objective, fee, target group etc. shall be printed and distributed in time.

Program detail or Handbook
This will usually start with a message from the patron, invitation from the chairman of the conference etc. These obvious and so are some suitable photographs but the important part of the booklet is the basic facts that are vital to the persons intending to participate. The book contains room basically contains the program details with all the session plans and relevant information especially for foreign delegates.

Souvenir
This document contains all the best wishes from the well wishers. It also contains brief description of the program. It also contains advertisement
from the exhibitors and sponsor. The document is distributed to all the participants.

Abstract

This document contains the summary i.e. abstract of the papers to be presented in the conference. The abstract also contains brief profile of the paper presenters. It has various sections in it.

Banners and Backdrops

Banners are placed in various places in the venue from main gates to the conference halls to indicate or direct the visitors, participants about the venue details, where the program will take place. It is also to welcome the guests with welcome and farewell signs. Backdrop is a kind of banner which is kept at the main stage of the conference hall. The backdrop contains the theme of the program along with organizer and/or co-organizer along with sponsors if there is any.

(Pls refer to the additional reference materials - samples of brochure, abstracts, program etc.)

2.14 RESOURCES (Financial)

Types of resources

There are two types of resources received for holding the program. The funding can be received in cash or in kind as well. Kinds may be stationary materials, services, volunteers, logistics, communication etc. Sometimes it can be both combined. Barter system can also be employed. In this system, exchange of services and facilities takes place between the organizer and the supporting company.

Sources of funding (financial resources)

In the conferences and conventions, major sources of funding are as follows:

Registration
Significant amount of funding can be received from the registration fee. The registration fee is normally varies to different category of participants. Generally the categories are:

- Students,
- Individuals,
- Institution
- Foreigners
- Supporters
- Members of the organization

Registration fee also varies as per the time of the registration by the participants. Early bird registration i.e. registration within the early announced period is cheaper than the late registered participants. It is even dearer if the participants register themselves on the spot.

**Sponsor**
Sponsors are the major sources of the funds in any program. The more the sponsor, the less is the registration fee for the participants. According to the amount of the sponsor by any companies or organizations, it is categorized as Platinum, Diamond, gold, silver etc. benefits to the sponsors also depends upon the sponsor they do in the program. However, the sponsoring organizations and companies always look for their promotion / Seek mileage through the program in return to the sponsoring the program. The supporting organizations/companies always want the program to be publicized to the specific target group as well as to the public at large.

**Subsidy**
Hall, food, space, goods, stationary, airing matter for the promotion etc. can be made available in a subsidized rate from some concerned companies thereby reducing the expenditure. Saving cost is also an earning.

**Donation**
Sometime some institution of even individual can come to support the program in the form of donation. These kinds of people or institutions do not want themselves to be publicized.

**Government support**
Getting financial support from government is possible, if the event is pertinent to the governments’ policy and program.

**Support from organizations, institutions**
Financial support can be received from academic institutions, donor agencies, research institutions if the theme of the conference is useful for those institutions.

**Advertisement**
Funds can be generated by giving opportunity to the business organizations of other parties to let them advertise or promote their products in the form of putting banners, exhibiting products etc. Separate promotional seminars can also be arranged.

### 2.15 PROGRAM/SCHEDULE

Making Program of the conference is a major task while planning the conference. After all it is day what matters. Thus, care should be taken to fix the time and activities along with the responsibilities. By this time, all the activities must have been finalized. Although the preliminary program is prepared from the very beginning, it is finalized almost at the end of the planning phase as there may be lot of changes.

Detail program is subject to the types and scale of the event. Typical programs of the conference are attached so please refer to it. Generally major content of the program are:

- Inauguration Session
- Technical Sessions
- Valedictory Session

**Inauguration Session**

Formality dominates in the inaugural session. The formality depends upon the scale and type of events. In the inaugural session, VIPs are present. Apart from participants in the conference, distinguished guests are also invited even if the guests do not take part in the conference in technical session.

Activities in the typical conventional inauguration program are
• Taking seats on the dais by the dignitaries
• Welcome speech
• Inauguration
• Speech-1
• Speech-2
• Speech-...
• Vote of thanks
• Closing of the inauguration program

Technical session
Technical sessions are the main part of any conference. In any major conference of large scale and high value, there is always a key speaker. The speaker is supposed to be an expert on the theme of the conference. He/she delivers the speech on theme in the plenary session. Technical sessions are divided into several sub themes. Each of the technical session is chaired by chairperson. The chairperson is supposed to control the technical session proceedings and give his remark on the papers presented by the presenters. The chairperson is assisted by co-chairperson and rapperteurs. Rapperteurs take notes of the discussion taken place between the presenter and audience.

Depending upon the number of participants and total time available, time for each paper presentation is decided. At the end of the paper presentation, question answer part follows. At this juncture the role of chairperson and rapperteures are very vital. After the question and answer part of the session, the chairperson of the session wraps up the session by giving his/her remarks.

Closing ceremony/Valedictory
Valedictory session is the last session of the program. Formality is less observed in this session than as in the inaugural session. However, as a closing ceremony some level of formality is observed. Organizers and dignitaries are kept in the dais. The overview of the program in terms of the number of participants, number of papers presented etc is presented from the organizers' side. Any suggestion and/or comments are also received from
representative of the participants. Declaration of the conference is also made by taking the comments, suggestions and recommendations of papers presented on the main and sub themes. At this session, certificates, gifts and mementoes also distributed to the sponsor, supporters, and other relevant persons and companies.
## Typical program detail

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Activities</th>
<th>Resp. person</th>
<th>Room/hall</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Registration</td>
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<td>Inauguration</td>
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<tr>
<td>10.00-10.30</td>
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<td>Tea break</td>
<td></td>
<td>Garden</td>
<td></td>
</tr>
<tr>
<td>10.30-12.00</td>
<td>I</td>
<td>Technical Session (subtheme-1)</td>
<td></td>
<td></td>
<td>Parallel</td>
</tr>
<tr>
<td>10.30-11.00</td>
<td>1 A</td>
<td>Paper-1</td>
<td>Mr. A</td>
<td>Hall B</td>
<td></td>
</tr>
<tr>
<td>10.30-11.00</td>
<td>1 B</td>
<td>Paper-2</td>
<td>Mr. B</td>
<td>Hall C</td>
<td>Parallel</td>
</tr>
<tr>
<td>11.00-12.00</td>
<td>1 C</td>
<td>Paper-3</td>
<td>Ms. C</td>
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<tr>
<td>11.00-12.00</td>
<td>1 D</td>
<td>Paper-4</td>
<td>Ms. D</td>
<td>Hall C</td>
<td>Parallel</td>
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<td>12.00-1.00 pm</td>
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<td>Lunch</td>
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<td>Garden</td>
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<tr>
<td>1.00-3.00 pm</td>
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<td>Technical Session (subtheme-2)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1.00-2.00 pm</td>
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<td></td>
<td></td>
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<tr>
<td>2.00-3.00 pm</td>
<td>II A</td>
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<td></td>
<td></td>
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<tr>
<td>3.00-3.30 pm</td>
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<tr>
<td>3.30-4.30</td>
<td></td>
<td>Valedictory session</td>
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</table>
2.16 BUDGETING

Budgeting is all about management of funds for various activities in the conference program. Major parts in the budgeting are to allocate funds for various activities of the program and cash flow.

While allocating funds, the expenditure that will be incurred will be listed out. Funds required are calculated and put in the separate headings. In the other hand the expenditure amount required are tried to meet by getting funds through registration or sponsoring etc. if the expenditures can not be met by the income, then the expenditure either has to be minimized or the activities have to be curtailed. Some of the major headings of expenditures in the conference are:

- Accommodation/hall
- Catering and functions
- Photocopy, Printing and documentation
- Photography/videography
- Remuneration/gratitude
  - Resource persons, key speakers etc.
  - Additional hired personals
- Audio/visual equipments
- Security
- promotion
- Communication
- Travel
- Gifts / Memento
- Stationary
- Miscellaneous

If the event is managed with the commercial intent, then overhead and profit is also part of the total expenditure.

Some of the major headings of income in the conference are
- Registration fee
- Sponsor (kind or cash)
- Advertisement
- Support of government
- Donation
- Self
- Loan
- Other
- Accompanying event viz. exhibition

Second part of budgeting is the cash flow. It is always to be borne in mind that the required amount of total money is not available in the very beginning of the program. Where as expenditures incurs from the very beginning. Thus, it has to be managed the income and expenditure overtime. In some stage of time, high expenditure may incur. At this juncture, the income has to me managed accordingly. Advance payment collection, early bird registration are some tools of collecting money in advance.

<table>
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<td></td>
<td>cosponsor registration</td>
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<tr>
<td></td>
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<td></td>
<td>self</td>
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<td></td>
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<td></td>
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Balance: -200000

Deficit what to do?
2.17 Room Layouts

Seating arrangement has been made as per the number of participants and type of event. Some of the seating arrangements are as follows:

"Theatre-style" seating allow about 8-10 sq ft per person. This style is suitable for conference participating by large number of participants. In this arrangement tables are not provided to the participants.

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"Class room style" seating allow about 15-20 sq ft per person according to size of tables and desired layout. The name itself suggests that this style has the tables and chairs as in the class rooms. The style is suitable if notes have to be taken of the speakers or the participants also have to refer to something for which they need tables.

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"Herringbone style" seating arrangement is almost like class room. But it differs in the alignment of the seats. In case the straight line alignment seats are not convenient to the participants, then the seats are slightly made slanted so that all the participants can see the front conveniently.
"Open square" this type of seating arrangement is suitable for sizable number of participants for discussion on specific topic. Equal importance is given to all the participants. Depending upon the room size and number of participants, the seating arrangement can also be rectangular.

"Board room" this type of seating arrangement is suitable for holding meeting with two groups. Mainly executive meetings are held in this fashion. Conference meaning conferring i.e. consultation between two equal status holding groups or boss and directors of the company can be held in this arrangement.

U shape" this type of seating arrangement is suitable for conducting training program to specific target groups. Many trainers or resource persons like to have a close interaction with the trainees. This arrangement of seats makes him/her comfortable in building rapport with the trainees.
"Crescent" this type of seating arrangement is suitable for conducting conferences, training, workshops in an informal way. If the participants have to be divided in small groups, this arrangement is useful.

Banquet space
- Primarily designed for food and entertainment fictive
- Ball rooms (large rooms for formal dance )
- Highest level of furnishing in the (on vent ion centers with permanent carpet and various lighting fixtures.
- Light exhibition hall- ball rooms also offer high ceiling dear spans and divisible space with sound proof, movable walls.
- Ball rooms are usually eqcipod with staging presentation(attractive, high quality decoration )
- Close proximity to kitchen facility is vital for the efficient delivery of food service.
- Often use on assembly space or for entertainment events.

Meeting or Breakout room
- Separate room for the discussion of speialmattes
- Intended for small groups and range from 500-1000 sq. ft
- Divisible into small units to provide maximum flexibility
- Usually carpeted high level of furnishing
- Flat floor and no fix sitting so that they can change for a choice of meeting styles.
- Offer variable lighting, setups, sound attenuation, newer facility advance technology, etc.
- Some meeting rooms are designed exclusive for presentation(VVIP) and may have fix rows or theatre style sitting and video presentation capabilities
- Ball rooms are elegant meeting rooms with a permanent conference table

Multipurpose space
- Flexible to provide necessary amenities
- Quality level of furniture and fixtures
- Used for different purposes
- Should be large so that different programs can be held at one time
- It may also combine the exhibition hall program
- Cost effective

Back of house space
- Back side or back space of main hall or conference center which is used to store the necessary requirements for the or during the conference or convention
- Requirements like kitchen materials, administration materials, gifts technical instruments and other required materials are kept have
- For the operation of conference or facility this space is needed
- It should not be visible to the participants pre-function space
- Location just outside the event space, Eg. corridor parking and other
- This area support the circulation of pedestrian traffic
- Serve at registration area
- The space is essential for control of event space
## DURING EVENT

### 2.18 ORGANISING THE PROGRAM

Planning of the event is followed by organizing the program on the actual dates. These are the days what matters. Thus, the preparatory phase is very important while organizing the event. Actual preparation for organizing the event starts one week ahead of the date. Rehearsal shall never be missed before commencing the program. Some of the major activities are:

**Rehearsal**

Welcome and farewell/valedictory session and other session plans shall be rehearsed to avoid overrunning time. The sequence in protocol for receiving guests shall be rehearsed so that everything goes smoothly.

**Registration and attendance list**

Registration of all the participants in the program has to be managed properly. It is necessary especially when there are many participants from abroad. Otherwise there will be chaos in the hour of registration. It is better to put registration desk in the alphabetical order for registering names of participants. Similarly, registration desk can be put separately for participants, guests, participants from overseas, account etc. The registration desks have to be put at the entrance of the main entrance to the conference hall.

**Supervision**

Supervision is very necessary to ensure that the program is proceeding as per the plan. If there are two or more sessions going on parallel, then each room need to have separate supervisor to monitor the activities of each room.

**Liaison with venue management:**

Easy and quick contact with the Venue management is essential. A technician/attendants from the venue should be in constant attendance to monitor microphones, lighting and audio-visual system.

**A/V equipment/system**

It is absolutely necessary to check if all the audio visual equipments needed for the program is in the working condition. Power points and power chords may give trouble during the presentation. Thus it has to be checked these are
compatible with the computers. Sometimes computers and LCDs are not compatible making it hassle in presentation. Distance between the screen and computer shall be in such distance that the audience shall be able to see all the presentation matters clearly. (Refer attached sheets for detail.)

**Food Beverage (Meal function styles, service)**

After receiving information on the food choice of the participants and budget allocated for it, meal has to be finalized prior to commencement of the program. The daily meal and place for the lunch has to be finalized so that the participants always feel new and fresh.

**Badge and name holders**

All the participants including organizers, guests, exhibitors, utility personals have to be identified. This is necessary from the point of view of security and assigning job and enquiry as well. Thus, name holder for the sake of identity of the personal shall be distributed to all.

**Posters and banners in the venue**

The participants are always new to the venue. They have to be well informed and guided to the various activity place in the venue. For this, well informed notices, banners, direction signs have to be put in eye level so that every one can see it. Backdrop placement and the contents of it have to be checked properly to avoid mistakes. Silly mistakes can occur due to small negligence.

**Light**

Adjustment of lights necessary of not have to be finalized. If it is then it has to be managed accordingly. Back up electricity supply available or not has to be ensured. Avoid keeping auditorium dark. It may have depressant effect on audience.

**Security**

Monitoring of the access to the conference hall has to be strict. Door is guarded by more stewards and admits badges wearers or those who can establish their right to attend. The aim shall be maximum control with minimum fuss.

**Space planning/setup**

The venue has to be divided in such a way that the desired activities can take place in the venue will less fuss. Space planning for some of the following activities have to be done carefully.
- Registration desks
  - More number of registration desks if participants are more
  - Registration desks can be arranged in alphabetical order and/or category of participants like participants from SAARC region, students, members, institutional etc.
  - Desk for enquiry
  - Desk for travel and ticket arrangement
  - Desk for accounts

A-H

I-N

O-S

T-Z

Alphabetically
- Exhibition stalls
- Function table plans and lists
- Meeting room arrangement

Guest room
- A part accommodation+ F and B services
- Room where guest stay
- Different types of hotel
- Different types of room within the hotel, superior, suite, deluxe, semi-deluxe.
- Acc. To hotels classification: in 5 start diffn types of rooms, varies from one to other

- Similar standards of rooms
- When guest room are confirmed for the event/ conference closing ceremony decides destination, guest room are decided before giving quotation.
- Before quotation rate negotiation with hotels
- Accosting to poling of organize, requirement of organizer proves rates.
- How the no of guest rooms are decided?

Acc. To no of attendees
Acc.to requirement of attendees(VIP, suite, ddue )
As instructed by organizer.
- Pco offer different package cost( discounts
How the location of guest room are selected?

• Nearness of conference hall/meeting room
• Garden face, mountain face, pool face

Corporate clients and associate clients
• For corporate clients they are very VIP business traveler so need quality s……..
  8-5 star hotel
• Associate clients, from guest house to 1-2 star hotels for political parties, religious group, labor group, etc are offered such rooms.
- According to need of organizer rooms are selected. 35-40% is covered by hotel
- Acc. To us research 20% complaints is of guests room
- Hotels selection and room should be choosed very easefully
- Decision is affected by
  - Occupation
  - Age group
  - Gender
  - Associate Vs corporate clients
  - Location
  - Facilities of hotel
  - Season and off season
  - Strong public relation with hotel also affects guestroom Selection
- No. of dints/ volume business
- No. of events
- Total service purchased from hotel/ volume purchase/ cash amount only room, only banquet F and B +room + banquet, etc additional tours

Features of guest room
• Ceiling height
• In banquet halls
• Location of exit
• Location of electrical outlets
• Proximity to the elevator
• No. of doors and windows

Functions of room and meeting setups
• Special room for holding functions in
• Special features are space, time and money value space (more, alt. use), time (multiple time use), money (productivity increase)
• Function can range from small lunch party to a large weddings
• They are arranged and booked some weeks and months in advance
• Diffn functions in hotel:
  o Cocktail party
- Banquet
- Wedding party
- Exhibition
- Conference and seminars
- Meeting

The rooms provided for such function are called function room

- With the development of corporate of business culture the hotel planner need to consider about the management of function room because there are enough scope of arranging business conference and seminars. Today new trend of wedding ceremony, cocktail party, banquet, etc increase the need or importance of function room or demand of function room in coming days or yes
- For the success of any business conference meeting it should be setup in sophisticated techniques for on effective convention and productive use of function room
- It is said that conference business is the backbone of hotel industry. More that 40% of expend have of delegates coming form conference is spend on hotel accommodation. This indicates the need of function room.
- Americans spend billion of every years for attending conference because this indicates have been found contributing move to the economic health of USA. This shows the importance of conference- hall or function in hotels.
- Corporate or global partnership further indicate need of conference facility and function room in a hotel
- The function rooms or convention hall:
  - Need well planning well equipped with sophisticated communicative facility
  - Benefit of electronic revolution should be made available
  - Safety measure/ protective measure should take immediate.
- Who sells meeting room?
  - Sales people in hotel’s sales room office
- To whom they sell?
  - Corporate or associate client both need quality
- Why there separate conference department in hotel( large )?
  - Because more sales and high profitable
- Why function room sales are important?
  - Meeting rooms space can generate value( high economic value) multiple use effective use of space.

Cost can keep down and move space can sale to generate move profit
- Selling activities should be aimed at valley and solder period
- In large properties policies set by sales manager.

- What are importance of function room?
  a. More importance to provide clients with service they required to fulfill the requirement of client demand on different types of spale for difference
  b. A multipurpose are use
  c. To show multiple capacity of hotel space.

- Types of function room/ meeting room
The types of meeting room/ function room depend on variety of factors
a. Types of meeting
b. Number of people expected to attend
c. Size and layout of room
d. Special requirement( use of Audio visual equipment and spare need for presentation of clients).

Meeting room setups
- Various setups that can make best use of space as per clients needs are
  1. Theater style
     Cinema or auditorium style, chairs are setup in rows, facing the head table stage or spates podium
  2. Denote style
     Some as theater style except chairs are setup or placed in semieioete setter then rows

III. V- shape
Some as theater style and style setup excepts chair are placed in V.
I. U- shaped
Table are setup in shape of block letter U chair are placed outside of each layer. Horse shoes setup
II. T- shape
Setup in the shape of block letter T. And chair are placed around the outside
School room
Perhaps the most common setup. Table are lined up in rows. One behind other. On each side of a
Aisle there are usually 3-4 chair to a table depending on table size and all table and chair
face the head table or stage or speakers podium. This is sometimes called a close room
setup Approximately 150-600 capacity.
vii. Board of directors
    this is popular arrangement for small meeting. It calls for a single column of table with
    sitting according the way round.
Xi. Banquet style
    rounds are used most often for food function. As mentioned the most popular round is a fire foot
    table with sea to 8-10 people. And 8 foot table may also be used- set is unshaped, also in T-
    shaped.

**Reception and farewell**

Reception at airport with proper signs is necessary for the foreign delegates. This plays
a very significant role in impressing the delegates. Similarly, the travel arrangements in
the conference city is also needed if the participants are accompanied by others.
travel arrangements.

**Publicity**

Although publicity is made prior to the commencement of the program, but it is equally
important to make the public known that the program is going. Thus, publicity is made
during the program also. With larger conferences, a daily newsletter, which can include updating of the list of participants, together with advance programme changes, can be useful. This of course needs single-minded devotion of at least one man or woman and good distribution scheme.

**Evaluation and post mortem**

At the end of the program, it is a practice to do the evaluation of the program. Organizers do the evaluation of the program in terms of objectives met or not. Organizers also seek feedback from the participants for improvement further of the similar program to be held in the future. Direct asking questions in the recorded form can be used. Otherwise common practice is distributing questionnaire to the participants and get feedback accordingly. Some of the parameters to be included in the questionnaire are venue, meal, logistics, stationary, communication, AV equipments, PA system, time and overall management. Evaluation is normally done prior to the valedictory session or after it.

**Declaration/Resolutions**

It is a common practice of making a summary and/or overall review of the program at the end of the event in the form of “declaration” whereby major findings, suggestions, advice to move ahead, road maps are pointed out.
Post event

After the conference, there are still some works to be done to settle everything. Major works remaining are

Settling accounts i.e. payments and collection
Payments and collection are always in due. Not necessarily all the payments can be received in advance, especially the sponsor and support. These have to be collected after the program. Similarly, hotel or conference center bills are normally settled after the program.

Dismantled stalls
Exhibition stalls and other stalls might have been the part of the program. Those have to be dismantled after the program. The venue may give time to do so only a day as they may have other programs in that area.

Proceeding preparation
Detail/Full form of papers presented in the conference, number of participants, program detail including inaugural and closing all can be part of the proceedings. It may take sometime to bring out the proceeding as the full paper collection can take some more time to receive.

Dispatch of materials to the participants and others
Proceedings, other documents, bills, gifts have to be dispatched to the participants local or international after the program. Freight and/or courier services have to be used for it.
PART-2: EXHIBITION
3 Exhibits and trade shows

3.1 What are exhibits and trade shows/fairs

- Exhibitions:
  In fact, exhibitions used to describe a very wide range of shows. These can be Charitable/Non commercial and Commercial (profit making purpose)

- Trade Fair:
  Normally trade fairs are Commercial selling events. Opportunity for the producers to promote and launch their new products. It is the event where contacts can be established with the buyers.

- Target group:
  The exhibitions and trade fairs have various target groups. They range from Public at large and specific group of people from specific discipline. It is also customary to restrict certain days or certain hour of day for buyers i.e. business hour.

- Scale and types
  The event varies in terms of Size and participation i.e. International or national or regional, local. It is generally organized on specific themes.

3.2 Trade show

- Trade show offers a forum of exchanging industries ideas. They are more product and sales oriented than conference and convention. Trade shows are exhibit in centive (display or ented ) and exhibiter prefer open space facilities construct temporary custom boost for product display
- Attract a large no of attendies who original from outside the host city But in many use their length of stay is shorter and average spending lower than conference attendees
- Provides a means for tolerates and retailer to transact business with industry buyer
- Such trade shows are produce by independent. Show organizers, trade associations and other companies
- Trade show require exhibition hall and are generally restricted to convention centers
- It is organized at smaller hotels and conference events space can be used
- Trade show is another evidence for display
- Trade show are help for varieties of industries trade and professionals(inducing travel

Agent tour operator hotel airlines display their brochures package program hotel room air lines special fares and other attractive activities to attract the visitor or cater the targeted growth
trade show advertising induces display of pesters materials brochures to attract delegates at the boot.
- For eg. special property promotion new product launching, new packages with new fares

New property promotion
- Big size, display, printed colorful attraction
- Electronic display (PowerPoint, Projector)
- Trade show is an excellent opportunity to promote tourism products and facilities with minimum cost
- Its main objective is to cater big business volume and provide information to targeted group that retailer and wholesaler talk directly with chants to learn their individual needs provide first hand information, etc.

Trade show fall in to two categories
2. International show
   - These shows are organized and coordinated corporately. For eg. ITB, ASTA
3. Travel market place type
   - It is non for several days for selected city.
   - Trade show provide required necessary information to the clients through sales presentation and huge of visual aid
   - Video brochure is more effective these day a beyond this printed brochure and attractive pastures are used for sales presentation

Importance of trade show
I. To publishes the company name and product
II. To Meet existing and potential customer
III. To secure the largest possible no of inquires
IV. To aid marketing research and long range planning
V. To take order
VI. To back up the company’s agents or local distributes
VII. To secure new and better agents of distributers

Scope of trade show
1) All year around activities
   - Due to technology the world is becoming smaller that makes people reachable to all the part of world.
   - Climatic condition
   - Specialized tour operators develop newer products as required by the clients.
   - Due to emergence international business world wide
   - With increment of different industry world wide
   - Fulfillment of different tourism
   - Government and private sector organize the specialize program itself.
2) Publicly of Nation
   - Constructed international conference hall and trade show hall for different trade show program exhibition.
- Due to education and training are develop and organize international standard show, participating in it with required facility

Professional organizer make the shows more interesting, more valuable and fulfill the demand and supply of specific market
3) Greater profitability
   - Low cost of attendies
   - More information are provided to perspective clients
   - High quality clients get high cost with volume sales and high

Yield due to the host country as well through greater spending power of business tourist
Generate employment opportunities, national income, foreign exchange and supports additional sales system of other sectors also
4) To harmonize relationship with global orgn
   - Trade show are organize by professional organizers and their team and they keep the close contact with all related organizations worldwide- such PCU hare greater power to participate all related orgns at one platform. And such orgns can generate relationship with other required orgn as per their needs. PCO- professional conference organizer can join all scattered orgn at one platform and tradeshow so that they can develop new relationship with other related orgn
5) To optimize demand of own product
   - Price should be Sensitive, there should be special discount ve and features of the product
   - Additional benefits should be provided in the product
6) Employment generation
7) Appropriate location for effective marketing
   - Detail information are provided from person to person.
   - Industry buyers and industry seller meet at one point.
   - All marketing methods and tools are used at one place.

3.3 Interrelation of exhibition and conference

Followings are the interrelation between exhibition and conference:

- To attract right people in good number
- Supplementary to each other NOT detracting the planning of one to other
- Coordination achieved
- Ample time for delegates to visit exhibits -Lunch time extended
- Same venue and close to the conference hall
- Promotional seminars
- Technical people should be there in stalls
- Financial benefit
3.4 Objectives and scope of exhibition

- Meeting existing and potential customers for large orders
- Securing the largest possible number of inquiries which can be followed up after the event
- Publicizing company’s name and products
- Aiding market research and long range planning by discussion with visitors and analytical inspection of other stalls
- Presence can be felt to the competitors and regular customers.
- Backing up company’s agents and local distributors.

3.5 Time and duration of the event

Exhibitions can be organized from few days to months depending upon the type and scale of the event. Duration of the local events last for few days whereas international events last for months.

3.6 Planning participation in exhibition in a successful way

Making decisions

Before participating in any exhibitions decisions have to make with reference to the following points:

- For how long has the event been held
- Reputation of the organizers. How good is the reputation of the organizer has to be looked at. Its track record is the good way to assess its performance
- Any clashing events are going to be held during that period or not, has to be seen. Such events may divide the visitor.
- There may be restriction to the public inviting only specific group of people. This system may or may not be suitable for the exhibitor to take part in the event.
- The program is going to be supported by any reputed organizations or institutions. This makes difference in terms of the importance and value of the program. Good organization or institutions supported program attract visitors.
- The time is suitable for launching any new products has to be carefully assessed. Otherwise there is a chance that the launching of the product may be self defeating.
Participation
Participation in the exhibition may be individual or collective. Independent participation shows the individual strength of the organization. Big and multi national organizations normally do participate independently. However, collective participation can create big impact to the visitors. In big events, especially international events for long duration, it is wise to participate collectively along with like minded organizations. Collective participation is comparatively cheaper.

Cost
Cost may be the prime factor while participating in the event. Cost depends upon the location of the venue, types of exhibits and services received from the organizer. The more the facilities expected more is the cost.

Designing the stall
Following points shall be taken into consideration while designing the stalls:

Choosing designer: if the exhibiting company or organization do not have knowledge about the designing the program then, it would be wise decision to hire a professional designer.

Entrance: the entrance to the stall/stand shall be easy to enter. Sometimes due to excess materials, entrance is narrow causing difficulties to the visitors.

Freedom to movement: Adequate space for free movement has to be in the stalls so that the visitors can see and visit all the parts of the stalls. This has to be calculated in terms of numbers of visitor supposed to visit the stall.

Route for visitors: in case of pavilions where more than one stalls are there, the route for the visitors should be such that the visitors can visit each of the stalls.

Decoration: in order to attract the visitors, the decoration can significant role. However, care should be taken not to dilute and dominate the main exhibits. Flower vase, lights etc. can do magic.

Texts and position of signs: the size of letter in the poster should be such that the visitors can see and read with the distance. Similarly, the position of the text shall be at the eye level.
Spelling and colours: chances are there to make mistakes in the facia board. So, clear
spelled and written name of the organization shall be given to the organizer so that
they write the name correctly.

Exhibits display: it is said that the exhibits shall be displayed in a retail shop manner
rather than museum style where everything is kept closed. The museum style may not
be friendly to the visitors

Freight and transport
It is necessary to arrange the freight and transport very carefully in case the
exhibition takes place in a long distance. Cost and handling matters.

Packing and case marking
Negligence is not tolerated in packing the exhibits. Negligence may cause serious
damage to the exhibits making it meaningless for the exhibitions. The packed case,
goods shall be marked with signs whether it is fragile, or should be upright placed.
Sometimes words may not suffice.

Custom
Custom system and procedure are different in different countries. Thus, it has to be
known very well about the custom of the particular country where the exhibition is
going to be held. It applied not only to the receive end but even to own country as
some of the goods may be restricted to take out of the country.

Insurance
Valuable goods are good to be ensured for security purpose.

Construction of stalls and stands
Typical and specific style desired can not be achieved from the organizer themselves.
Thus, in that case, the stall construction has be managed by own labour and
technicians. Octonorms are the common element of constructing the stalls.

Stall location
Location of stall may have different rate as ordinary and primary. The location in the
exhibition hall shall be chosen in such a way that the visitors visit the stall.
Sometime, the regular stall location as previous years also preferred.

Sale literature
Brochures and other relevant documents shall be in adequate number in the stall so that the visitors demand can be fulfilled. After all the participating in the exhibitions is also to make contacts with the potential customers.

**Gimmicks**

In order to attract more visitors in the stalls gimmick can be done. Competitions, interview, games, dance etc. can be some of them.

**Managing the stalls**

Managing the stall is a crucial part. Following points shall be taken into consideration during the exhibition:

- One person has to be assigned to do overall supervision of the stall. He or she should know about all the detail of the stall.
- If the exhibition of long duration time, the attendants shall be placed in staggered time.
- The stall has to be inspected each morning before staring the day to ensure that the exhibits are in a proper place.
- The attendants shall behave well to the visitors. With the dress and other none of the visitors shall be neglected. Grouped together gossiping in the stall shall be avoided.
- As far as possible dress code shall formal and in uniform.
- In order to deal with enquiries, questionnaire form or visitors book have to be placed in the stall.
Part-3: Sales and Office management
4 Sales and Office management

4.1 MARKETING- Selling to Different Market

MARKET SEGMENTATION

Market segmentation is the grouping or division of market. It is game of division and rule. It is a device to identify potential customer.

Different market segment have to be taken care of for selling the convention and meeting industry. A market segment is simply a portion or segment of the actual or potential business pool. Categorizing business into segments that share characteristics is called market segmentation. Market segments can be grouped in many different ways. In various combinations, all business can be classified as one or more market segment(s).

Market segments can provide general information about the characteristics and nature of a group, but market segments may differ from one facility to another. Market segments, with their traditional traits, prompt the caterer to analyze each group specifically. Market segments have to be carefully and properly identified. The market segments thus identified have to be approached accordingly. Same approach to all the market segments may not be applicable. The followings are the most common market segments: corporate, association, and other.

CORPORATE MARKET SEGMENT

The corporate market segment consists of companies that are in business to make profits. Corporate businesses may have more money to spend than those in other segments, like nonprofit or other types of businesses. Often, corporate business is more concerned with content than with cost. This market segment frequently pays more than others to ensure quality, programs.

Corporate market
- Conference, convention, AGM, meeting, exhibition etc.
- Group meeting market and individual meeting market
- Fastest growing market in hospitality industry
- Cover almost half of all hotel room revenue because more corporate market increasing continuously with the increasing of the industry in the world.
- Increasing no of corporate trips (incentives travel, meeting, busmen travels, conference, etc.
- What are the different types of corporate travel and how properties are meeting their needs?
- Statistical data shows vary from year to year and from source to source
- At least 1 night stay away from home
- Hotels or motels stay -93%
- Average length of stay - 4*39%
- 50 dollar room – more than 50% ) per night 100 s -11%
- More and more properties are developing special amenities’ and services to attraction corporate travelers because they are most knowledgeable and sophisticated. They have fix preference regarding selection of hotel.
- Conventional hotel -78%
- Neat, clean comfortable hotel -67%
- Room Rate -55%
- Recommendation of VFR - 33%
- Personal Decision – 87%
- Travel agents recommendation – 11%
- Company’s policy - 22%
- Previous experience with the property - 33%
- Corporate travelers
  - occasional travel
  - frequent travel
- Quality service – 22%

Sports and entertainment facility - 14%
  Room service -14%
  Previous knowledge -10%
  Safety’s security – 3%

Needs for corporate travelers
I. Women only floor
II. Executive or business floor
III. Special Amnesties
IV. Business service
V. Frequent traveler
VI. All weet property

*How to find corporate Market?
With the expansion of more industries and international business houses or multi-national company today repeat guest, and word of mouth is not enough to reach the corporate market, they must special corporate travel market segment, corporate market can be identify through no of sources like office, building, locater. Board, chamber of commerce listing, competitors function beard local news papers article, state and regional

Publicity material
Corporate market can be targeted through:
I. National trade convention
II. Mailing list
III. Business publication and directories
IV. Travel publication
V. State industrial commission

Varieties of other corporate market sources
1) Corporate traveler manager
2) Secretaries club
3) Travel agents
4) Tour operator
5) Hotel representatives in key cities
6) Relocation service

Corporate market can also target through advertising, promotion at trade show, public relation, and publicity

Corporate markets help on:
1. Additional revenue
2. Else in feeling slow period or season.
3. Repeat business
4. Frequently increase during leisure travel
5. Revenue produces for properties, small or long

Several types of corporate Market business
1. Annual convention
2. Seasonal convention
3. Conferences and convention
4. Seminars and workshops
5. Board and committee meeting

Planning factors for corporate mark
1. Timing
2. Lead time
3. Geographical restrictions
4. Attendance
5. Sites selection
6. Transportation
7. Price of sites

Types of corporate markets
1. National and interactional sales meeting
2. Regional and district sales meeting
3. Training and development
4. Distributor and dealer meeting
5. Executive conference
6. Product presentation and launching
7. Stockholder meeting
8. Board meeting
9. Management development seminar
10. Incentive travel meeting

Types of stay in corporate market
1. Over right stay
   - Most common, include, food and beverage, sales plus guest room, easy access to quick food service and key to attracting overnight business guest

2. Extended stay
   - Combination of business trip plus vacation
   - A longer stay of a conference or program
   - Look for restaurant, entertainment, rational facilities and business service

3. Vacation stay

Understanding decision maker

III. Top level management (GM, BOD, chow)
IV. Middle level management (manager)
V. Low level management (operation level)

Business lead sources
- How to find association organ?

Associations are formed with the sancategories form, organ, and industries in a group. It aims is overall multi…….. Benefit, progress, welfare of all members rather than a single member orgn. Actions have strong collective farce of member. It has strong power or capacity and well experience in their respective area.

Information on corporate events (corporate hospitality)
- This corporate event is one of the major segment of business tourism industry
- It is separate from conference and convention sector. It is often closely link to conference sector
- Corporate event or hospitality and corporate entertainment frequently involve attainment of major sporting and cultural events to strengthen the link between an orgn and its clients and potential clients
- The objective of conference event is to provide additional entertainment activities for attraction of conference attending at present and for future too. Its next aim is to provide alternative events to children and spouse.
- Specialist corporate hospitality or entertainment company are usually hive to organize these events and program for clients
- Corporate hospitality package are designed to sell interested parties
- Corporate even companies are also involved in corporate team activities

ASSOCIATION MARKET SEGMENT

Associations are groups of individuals or companies that share purposes or goals. In a way, associations are a market segment within a market segment. Associations can be made of companies in a particular industry that band
together for research, educational, political, or public relations reasons. Individuals join in associations to share ideas, hobbies, beliefs, or other things. This market segment may be more conscious of cost than the corporate segment because its members often pay for their businesses’ services. Associations can be very large and require large facilities.

Different association are found in local, regional, national and international level for welfare of individual organ protect them in different aspect help to government to make rules and regulation and policies for further development. The term association covers wide range of argons

Association market
1. Trade association
2. Educational association
3. Ethnic associations
4. Religious association
5. Labour and trade union associations
6. Professionals and scientific associations
7. Professional and trade associations
8. Voluntary and societies associations
9. Charities association, etc.

Association are form and operated at different at different level
1. Many are purely national and restricted their membership and their activities to one particular Country. Gg. HAN, TAAN, MARA, NATTA, NMA and other tourism related orgn
2. Some are local or regional works for particulars are, e.g. local tourism committee, nagarkot tourism development committee, western Nepal pata chapters and others
3. These national associations are establishing links and relationship at the continental level and influence at wider, regional level, eg PAPA, Asian associations, European associations
4. In other case, truly int’l association exists whose members are drown from all corners of the world. eg. UNWTO
5. Association are established mainly to generate financial return, safety and security, protection of orgn, associations are formed as non-profit orgn which exists to provide a service to their members and to community at large
6. Associations are voluntary orgn neither work for an individual orgn interest, run extremely professionally because they are in public eyes through press and media exposure
7. As, it is non-profit orgn association conference must cover their cost in some case they have To generate profit because
   1. Vein rest in the future conference
   2. To generate running of association

Association member characteristics
- They become members for personal safety and benefits
- They have to pay conference cost, organizer must keep low cost to maximize delegates.
- Range of accommodation may be required from guest house to five star level
- No of delegates may e higher in annual conference( 100-1000 delegates). High media loves age
- UK conference market survey 2006, 40age- 55% male, 1*7 events per year.
- Buying pattern or decision making process is different from corporate sector( direct decision).

According to association organizers
1. Dedicated conference organizers
2. Event organizing unit or department (in some case)
3. Make committee elected by members
4. Best proposal or tenders
5. Professional conference organizer are selected by election committee.

There has been a noticeable trends towards the active participants kind of corporate events rather than the more traditional, passive, spectator type of hospitality.

<table>
<thead>
<tr>
<th>Corporate conference</th>
<th>Association conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit orgn</td>
<td>Non-profit orgn</td>
</tr>
<tr>
<td>Manufacturing and service</td>
<td>Manufacture service and voluntary</td>
</tr>
<tr>
<td>Sector.</td>
<td>Sector.</td>
</tr>
<tr>
<td>Decision process straight</td>
<td>prolonged and often involved a</td>
</tr>
<tr>
<td>Forward and immediate committee</td>
<td>Relatively short lead-times</td>
</tr>
</tbody>
</table>

It is measured in weeks or gear Months
- Wide range of events - limited range of events
- Delegate numbers are less - delegates are more several, high
- Hold in hotels, purpose building, - hold in conference center and

Conference letters, unseal venues civic and academic venue
- High budgeted - limited budgeted
- Events are organized year round - events are organized only yearly
- 0*5- 1*5 event last - 2-3 day event occurs
- Accommodation 3 star and up - wide range of variety

_________________________________________________

OTHER MARKET SEGMENT

Most companies group the market segments that do not fall easily into the corporate or association category into the "other" category. Also called the primary market, the other segment consists of groups that have characteristics that set them apart from those in the corporate or association category. This is not meant to diminish the quality or impact of this segment but rather to afford it the attention it deserves. The other market segment has five primary components: Social, military, education, religion and fraternal (SMERF).
STRATEGIES

Strategies to penetrate the different potential market segments may be different. Sometimes a single tool or strategy may be useful for addressing various market segments. But it doesn’t always work. So the composition of the each market segment, their constitution, statute, economic status, scale of work, previous records, field of work have to be taken into consideration for developing and applying appropriate strategy. Some of the strategies that can be applied may be as follows:

- The establishment of the brand value by taking consumers’ experience and emotion into serious concern and by firmly building up a dominant brand.
- Quality assurance by advocating about the equipments and logistic support for conducting and managing events and conventions.
- Analysis of the current marketing status by conducting surveys.
- Creating concrete diversity in rendering service/facility and theme of the event and convention.
- Clearly identification of market segmentation and their behavior.

DECISION MAKERS

In the corporate markets, decisions of taking part in any events, conventions or organizing the event for their own purpose is taken by board of directors. The decisions are supported or facilitated by the executive directors and concerned managers. Feedback regarding need, usefulness, benefits of taking part in the conventions are given by related managers and concerned staffs.

In the case of associate market, it is unlikely that the general members of the association can make decisions. Normally the decisions are made by the executive committee. However, the executive committee can delegate the power of deciding as to organize or participate in the convention or event.
Understanding different market segment
- Various Requirements for each segment
- Categorizing market segment

Why market segment?
- Making sensitive market strategy
- For knowing the changing lifestyle.
- For identifying potential customers
- To help sound marketing decision or strategy
- Cast effectiveness

Three basic approach for market segmentation
- analysis of customers characteristics
- analysis of customers response
- simultaneous analysis of the both.

Segmentation on basis of –age, income, gender incentive or personal tours, lifestyle, features of destination, objective of the conference, cast of package, duration of conference, seasol basis.

Categorization of market segment
a. Geographical segmentation
b. Demographical segmentation
c. Psychographic segmentation
d. Behavior segmentation
e. Socio- economic consideration
f. Active leisure
g. Instant market
h. Single parent market
i. Short break market
j. Hotel like home

Various Requirement of each segment
1. Measurable
   - How can we measure our segmented market
   - The degree to which the segments, size and purchasing power can be measure by measure by survey method.
   - Objective can be measure survey method
   - No of attendies can be measure b target audience.
   - Sales as a whole or department and profitability are also measurable by analysis previous actions
   - Expected expn of attendies and spouse
   - Expected expn of additional provider

2. Accessible
- Reachable to the market
- The degree to which segment can be accessed and served.
- The required factors for customer or attendees should be reached or demand of organizer can be meet at proper place.

3. Substantial
- The degree to which segments are large or profitable enough to solved markets.

4. Reliable
- The degree to which effective programs can be designed for attending and serving the segments.

Marketing tools and processes

1. Product as a tool
   - Product strategy
   - Product branding
   - Product packaging
   - Product mix

2. Pricing as a tool
   - Pricing objective
   - Pricing policy
   - Pricing strategy
   - Pricing mix

3. Distribution as a tool
   - Chain of distribution
     - travel agent (specialized – RTA retail)
     - Travel agent
   - tour operator
   - middle men
     - conference planner
     - event planner
     - meeting organizer

4. Promotion as a tool
   - Marketing
   - Public relation
   - Sales promotion
   - Publicity

5. Pricing as a tool
   - Cover all expn of management
   - Generate profit decided by the management
   - Match organizational requirement
   - International standard
   - Match competitor pricing
   - Long-term marketing
   - Maintain goodwill of the organizer
   - Single package pricing all inductive price
hotels used own products as a mixed price
Tour operator and travel agents, mixed price based on the principle suppliers.

Objective is to provide standard or competitive price through best price provided by suppliers
Distribution as a tool
- change of distribution travel Agent

Retail travel agent (RTA)
Promotion as a tool
Advertising
- Mass communication profess
- Appeal to buy product or utilize the service of the sponsor.
- Paid for, by identify
- Having complete control over its content and frequent
- Non –personal presentation of product
- It is carried out for various pogroms

Sales promotion
- It is demand stimulating device
- Consist of drives collection of tools
- Mostly short term tool design to stimulate quicker of greater purchase of particular product or service
- Incentives offer in sales promotion public relation
- It is communication offer design to build up the marketers image and influence buyer attitude
- It doesn’t include a specific sales manager
- Its main objective is to develop good relationship with the potential as well as existing Customer government, non- government agene special interest group or with general public
- Built up good image
- It can be carried out in many firms, namely publication of news letter, journals, magazine and pensioning of charitable or social events, etc.

Publicity
• Impersonal message that reaches the mass audience through the media.
• It is not paid for by a sponsor, nor can be exercise his control over its content.
• It appeals in the form of news
• It has greater credibility than advertising, press conference, photographs, news release.

Corporate market and their characteristics
4.2 Conference sales functions and share in hotel

It has been seen that the conference and other meeting events have been the major function in Nepal. In the time when tourists flow were low, conference and meetings activities were major share of market in many of the survivors/hotels.

The main aim of conference sales of hotel is to make volume sales in room. T and B and other activities as we as different types of meeting rooms ons gain image of hotel. It also velate to direct the sales of different out lets. Sales function and marketing activities are 2 different function sales relate to only sales function but marketing relate to whole factors like sales, advertising, publicity, research, etc.

- Sales function or sales activities are affected by marketing method or sales functions as a port of whole marketing sales focus on what consumer wants rather than on what the properly has to sell.
- Marketing focus on market analysis, planning and control long term growth profit planning, marketing mis, market segmentation, etc.
- Sales focus on field work/ desk work to sales to consumes short term consideration, for e. g. today sales today: product only concentrate on sales. Maximize, volume sales, fulfil kolas or full occupancy
- Marketing focuses on the development of successful sales technique but that depend on effective short or long term sales function is important factor for sales increase or fulfill the required sales conference sales function of hotel is

Important for the volume sales of room venue, f and B and other sales like coffee shop souvenir shop, counter,

What are the sales functions of the hotel?
- Meeting room sales
- Types of room
- Conference hall
- Exhibition hall
- Ball room for large meeting
- I ft shop, laundry reoffer
- Accommodation sales. Entertainment and other activities
  • Sightseeing
  • Casino
  • Packagetoor
  • Cultural show
  • Gift shop

Why conference organizers choose a hotel for conference?
- To complete package (multiple purport) with a hotels, security (stay, food… quality (restaurant HR) comfortable guarantee, effectiveness of meeting standardization. Cost effectiveness, pro……. Service (immediate service) emergence service.
Globalization big business houses or multinational companies, technical development civilization, evolution of specialized conference tour operator, these all development help to increase sales functions of the hotel.

- To cater the needs of different international conference different facilities are established with a hotel.

Modern specialized big hotels and resell developed attractive sales functions activity

In 19th century at different destinations worldwide sales functions at the hotels means all required facilities are provided within a hotel rather than to purchase separately with a single package price with very low attractive and affordable price.

- Due to highly perishable is very difficult due to demand and supply fluctuation, seasonal variation, reselling, etc.

Product decision for conference sale function
- The hotel should be equipped with all required modern system technology.
- Product can meet the demand of the organizer.
- Product should have positive image with the organizer. As there are huge investment in conference hotels and other products, modern marketing technique is very important for sales increase in hotels.

4.3 Sales and marketing staffs

In big hotels, abroad, where the conference and like meeting events take place regularly, sales and marketing staffs are separately appointed. Where as in our case in Nepal, the sales functions are handled by general sales and marketing departments. The function is supported by food and beverage department

The success and failure of hotels marketing and sales program starts with top management and market oriented general manager is the key to properties sales effort.

General Manager directing the sales effort
Director of marketing developing the sales staff
Director of sales participating the sales effort
Staffing the sales staff
Evaluating the sales staff
Marketing {quality of manager}
- Long term thinking for sale increase
- Taking right decision according to nature of sales or products.
- Taking precaution for seasonal fluctuation
- In conference and convention, very high level marketing is needed to tackle any type of meeting
- High volume, involvement, needs anything at very right time.
- Marketing is management function, it must be capable in functioning or performing a variety of management task, its job can be divided into 5 factors.
1. Planning – what need to be done
2. Organizing – determine who will do it
3. Staffing - right people at right job
4. Directing - motivating staff to do job better
5. Controlling - setting standards and measuring the
6. Performance and taking corrective actions if needed

Sales (related with sales staff)
- Selling involves no thinking time or it requires less intellectual skills.
- Good relationship is very essential to increase sales.
- Continuous training, motivation and evolution is needed.
- Sales target designed by marketing can be fulfilled by sales experts.
- In conference exhibition, trades show their needs, very skill, trained active and sell oriented sales staff is needed.
- There are many outlets in big conference where sales staff coordination is very much needed for effective sales.
- For the success of sales, sales staff focused or concentrate on
1. High listening skills
2. Concentrate on top priorities
3. Effective planning for sales concentration
4. Ability to determine customer needs
5. Adequate product or service knowledge

Marketing staffs have to do all the activities regarding optimum sales of the product satisfy the clients generate profit develop image, sustain competition, etc. therefore, marketing staff should be educated, skilled, experienced in whole marketing, activities (advertising, publicity and others)

Role of marketing staffs in conference are:
- Satisfying needs and wants of attendees
- Achieve objective save by organizer
- Reach to the final consumer or attendees
- Optimize the satisfaction of the attendees
- Appropriate return or generate profit
- Systemation run of conference and meeting.
- Marketing staff should focus on team work group discussion, long term planning and thinking etc. therefore, marketing is human activity directed at satisfying needs and wants through exchange presses.
- Marketing staffs role in conference and convention means what need to be done for successful running of the conference. For that, their job is to find out required no of clients according to nature of conference through effective mode of communication know the aim and objective of conference and find out appropriate venue and location. Trained motivated utilized appropriate sales farce.

Managing the sales efforts (sales trained energy)
- Means make sales strength strong and effective. It is the role of sales and marketing staff
- Sales effort in conference is related with the proper sales of accommodation, transportation, food and beverage sales, meeting management, etc. it is also concerned with quality of sales product, strength effectiveness that can be achieved by providing high quality service in relation to
equipment and human presentation and designing additional activities according to clients requirement and fulfilling organizers aim and objectives. It also related or concerned with:

1. Meeting planners roles are vital
2. Techniques of selecting venue and location
3. Strong negotiation skills or capacity with vendors
4. High planning skills

5New technique/ styles, methods, products
1. Situation season demand.
2. Improvement, innovation and creativity is needed.
   • Sales structure should respect to the size of conference (total no of attendies), scientific floor planning
   • Sales plan should understand by all levels.

All department should carry out their duties and responsibility properly for effective sales management. Qualified capable, different sectors,

• Effective lines of communication must do on time to confirm required no of attendies. thereof, necessary elements for sales efforts are:
  I. A written marketing plan
  II. Continuing sales and education program
  III. Standard operating procedure
  IV. Effective filing system
  V. A system for monitoring sales performance
  VI. The training program for new employee,

### 4.4 Sales record and Filling system

In any institutions filing system of sales records and other is very vital. It proper organized filing system is the key indicator of any company or institutions. There are conventional way and modern way of filing system in practice. The conventional system is not yet outdated. There has been lot of improvements in the system. The system refers to the electronic filing system.

Whether modern or conventional filling system is used, it is better if the categories are made so that at the time of retrieving data and information, it can be easily done. Some of the categories in managing sales are as follows:

- Geographic location (National and International)
- Finance/Accounts
- Correspondence (Incoming / Outgoing)
- Booking
Roster potential participants, sponsor etc.
Status of progress
Human resource (Resource persons etc.)
Resource (financial)
Utility, infrastructure and service providers (sound, electricity, light etc.)

Sales Record
- For a sales office to operate at maximum efficiency lines of communication must be established both the sales office and with other areas of the property. (sales office communication system)
- Good communication ensures that all members of the property sales team have the same information and then potential problem are kept to be minimum.
- Failure of communication cause confusion
- A sales office relies various methods to communicate ideas and information in dueling holding meeting, keeping sales records and establishing filing system.
- Sales records are the vital part of a sales office communication system.
- They are important in serving account and generating repeat business. It is essential that sales form learn to complete them properly and file them in accordance with sales office procedure
- Sales records are recorded in computers and are used to produce a rarity of reports and analysis.
- Any types of sales record are placed in the individual account file and tickler file.
- Sometimes expectance sales is made with sales

Presentations, if the meeting or convention is canella a last business record must be out and filed with sales manager.

Sales Record and filing system
- Is required for maximum efficiency in the sale office
- Up to date information is essential for a successful sales report and information must be available quickly
- There are several type of filing methods which may be used for filing clients data record and other necessary sales information
- These methods fall into three genera categories

1. Alphabetical filing
- Records are file in alphabetical order by the title of organ, firm or association with whom the property is doing business
- The properties also file the name of contract people in alphabetical order
- This system seems to be the easiest to implement and use

2. Key word Alphabetical filing
- Client information is filed alphabetically by general category, key word that appeass in the name of the client’s organ association. Its advantage is to know exact filename. This system helps account section to find exact file.

3. Numeric filing
Sales file are assigned or designed or set a number. Some are kept by account number. This system is used with computer and easy to retrieve account number.
Once a filing system or method has been established the next step is to determine the elements of filing system. Most hotels use three separate files to record client information:

I. Master card file

Master cards are instrumental in establishing a data bank information on the needs of clients (5”*8” index card). It contains a summary of everyth ing needed for effective sales effort. For e.g. Orgn, name, name and file of key executives, address, tel on, email and others. Mont in which the group meet, size of group where the group has met in the past. The groups decision maker and other important data can be obtained and kept account business.

- Traitor card (additional cord) may be find behind the master card to serve as service of addition business.
- Color code to draw attention of specific areas of consideration geographical location months of meeting flew up required and size of group.

II. Account file

It is standard size file folder holds information needs for serving a client basic business needs. An account file is started at the time of initial contract it may include programs from previous convention or meeting. All information should be reserved chronological order account files are usually filed alphabetically and inched, past, present and perspective group. Use color code like master card.

III. Tickler file

This file also knows as teaser file or brings up or follows up file. It helps to follow up on account. A reminder note or card is filed in trickle file. Daily dividers are added chronologically for current months. The system is used as a reminder of correspondence, telephone call or contact that must be handling on particular date.

4.5 Office automation

Globalization and technological inventions have made world moving faster. Clients are looking for fast and timely services now days. To cater them services as per their need and demand, the working style in any convention and meeting business industry also need to be updated. The conventional way of working will bear no fruit. Thus, automatisation of the activities i.e. getting the things done using machines have been inevitable. In this regard, use of computer programs is a boon in automatisation of activities in the business industry.

Various computer softwares are in use for specific purpose. For planning of the activities, CORE Discovery is the usual program. MS Project is another common program for scheduling activities which manages time and human resource. Accounting softwares are facilitating in managing and updating the book keeping system up to date and correct. Apart from specific use of softwares for specific
purposes, secretarial job, graphics and calculations are another field of application of computer in the course of automatisation in the meeting industry.

Although it is felt that automatisation is a must for increasing the efficiency in the work, sometimes the prevailing staffs of the company may not be able to do so due to lack of knowledge and logistics. In this situation, the company either has to train the manpower or the works have to be got done by outsourcing.
Office Automation
• Accurate effective, punctual operation that make possible (to run office fast) after entering all date in computer.
• Office Automation means operation of office in effective way systematic management.
• Sales office generate many paper works of booking, selling reporting, etc it is time consuming and costly effort in handling.

Before office automation length process
• Computer system was developed as one most efficient and effective tool for sales office
• Hotel, travel agency, travel operator, conference planner, Exhibiter have been using CR’s for booking, reservation and other official purpose.
• In 1980’s most CRs system and other CRs software or account software was developed to enter all sales records in the computer that helps automation of officer.
• Sales office have been automated to provide up to date information to sales people, greatly enhancing the so effort.
• Office automation means accurate, effective, punctual operating of office that is made possible often enterin all data e in the computer which Provide required information within the second as required.

Office automation benefit
• Allow to8. (difficulties) test to be accomplish quickly and efficiently
• Allow prompt access to sales information
• Reduce the risk of human error
• Le’s chance of information being lost or misplaced.
• Decrease training cost for clerical personnel.
5 MICE tourism

(Meeting, Incentive, Conference, exhibition)

M- stands for meeting – Manage all requirement for small groupe
I – stands for incentive-motivational tour of company organize small and large group
C- stands for conference and convention – small and large group meeting discussion, presentation
E- Stands for exhibition- event, tradeshow

Meeting
- Professional meeting
- Sales meeting
- Shareholders meeting or AGM
- Product introduction or management meeting. Attendies - an average of fewer than 200 people in most cases
- Meetings are held in hotel with meeting space, conference center
- Corporate meeting usually requires meeting room and sometime banquet space but not exhibition space
- Large function are sometimes held in convention center
- Corporate planner and attendies prefer facilities

With business amenities, high quality and professional appearance.

Incentive

The aim of incentive tour to encourage. Human Resource of orgn to increase output or productivity of company. It is motivational force or sometimes record for their effective performance on their job. Incentive tours are in group travel, low cast package paid by company and all inclusive tour. It is operated yearly or sometime twice in the year in different destination as per companies demand. Different incentive tour packages and designed for lower, middle, higher staff based on companies policy and demand. It is also provided based of different performance or target sales, etc. It is provided to dealers and salesman and staff of the orgn. Due to high demand and volume sales special negotiation skill are required for this tour small and big business house, multinational company, inductees are corporate target market of incentive tour. The aim of MICE tourism is to increase capacity to handle incentive tour in different approaches.

Exhibition
- An organized presentation, display of selection of items
- It may be permanent or temporary buy in common exhibition are considered temporary and usually schedule to open and close on specific date. Exhibition are common events focused on many variables range from extra-ordinary large events to small single show.
- Usually occur within museum, galleries and exhibition hall and cooled fair.
- Public or ticketed events
- Provide a means of product distribution and advertising, eg. auto show( for more effective recreational and entertainment components are needed)
- It range from small, local specialized show with a few 100 attendies to large show with many 100 of attendies.
- Large show main accrued in convention center, shopping mall, fair ground and other public assembly facility with large exhibition area
- Small show –most attendies are local attendies
- Large show- regional, national and international and attende
Conference
- It is effective only when the desire result will be achieved
- It is designed to bring people together.
- Conference are events held by association, professional gross and other membership orgns
- Sometimes do not require exhibition space
- Similar to convention
- Required conference hall, banquet, meeting rooms and seminar hall
- Hotel and conference center host the majority of conferences
- Like convention, conference can generate a significant amount of new spending if large percentage of attendees originated from outside the local area or country
- Conference visitors stay multiple nights in host city and spend money on accommodation, food, retail goods, transportation and entertainment.
- Different professional organizers and hotel design different types of packages according to requirement of host.

Convention
Association, professional groups and other member sing orgns hold convention with attendies ranging from(300-1300+) attendies take place in convention centers with exhibition hall of 10000 sg,. Ft or more smaller convention/exhibitions are hold in hltels, conference center and smaller regional/convention centers. Conventions usually consist of no of concurrent meeting, one or more general session or exhibition. Facilities needs include assemble or banquet space for general sessions and exhibits. As well as numerous meeting rooms for breakout session.

Characteristics of MICE tourism
1. Particular type of tourism
2. Well planned Agenda
3. Well organized program
4. Required high efficiency human resources
5. Cognized at exotic destination
6. Specialized area with its own exhibition space
7. High beneficial
8. Specialized marking and bidding center(tender)
9. Expertise conference department
10. Confirm several months before years a head
11. Theme- professional, educational, hobby, etc.

Assembly
- Assembly event usually involve ceremony, speech or other similar activity that attract crowd of spectator. These event attracts any where from 1000-5000 people or more and many require arena or stadium sitting
- Less likely to involve food and beverage
- Common examples of assemble are graduation ceremony, religious assembly, political parties assembly, etc.

Exhibition space
- The largest convention area with high ceiling and clear space or no support columns in the event base
- Larger contiguous hall with dividers and movable soundproof so that the hall can be used in various configurations
- The most exhibition halls have a few levels of furnishing and their concrete floors are designed to support heavy loads
Reference: