



How to Choose a Venue

Identify the Meeting Objectives

- What is the purpose of the meeting?
- Who will be attending the meeting?
- How many participants are you expecting at your meeting?
- What are your preferred dates?
- Are there any internal or external factors could impact attendance (holidays, other conferences, etc.)?

Location & Accessibility

- Determine what type of property is best for the event (metropolitan, suburban, airport or resort, conference center, convention center, college campuses, restaurant, golf course)?
- How close is the property to where participants live and work?
- Is the venue near public transportation? Is there parking nearby? The harder it is to get to the venue, the more likely it is that participants won't attend.

Establish the Meeting Requirements

- How many sleeping rooms do you need?
- How many meeting rooms are required daily?
- How are the meeting rooms set (theater, conference, banquet, etc.)?
- Can the rooms adapt to different layouts based on the sessions you have planned?
- Do the meeting rooms need to be near each other?
- Are there exhibits? If so, what is the gross sq footage needed?
- How many food and beverage events are held and what types (breaks, breakfasts, lunch, dinner, receptions)?
- What is the estimated attendance at each function?
- How large of an area is needed for registration?
- What is the quality and capability of the AV Equipment?
- Does the venue have an on-site AV tech support team?

Consider Attendee Expectations and Interests

- How important are local attractions and cultural opportunities?
- Is the availability of nearby shopping and restaurants expected?





- Will there be any offsite social/networking opportunities?
- What is the average age of your participants and how does their age affect their expectations?
- Will your attendees bring families?