



COORDINATING

INCREDIBLE CORPORATE MEETINGS & EVENTS

A Comprehensive Guide to Locations, Logistics, Entertainment & More

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Welcome

The secret's out: Planning executive meetings and corporate events is *tough*. There's a thousand moving parts, and every client and guest is expecting to be "wowed".

You can do it. We can help.

This guide will cover all you need to know about coordinating exceptional meetings and events. Learn best practices and ideas for choosing a red-hot destination, exciting activities, booking celebrity talent and plenty more. Event planners of all experience levels can leverage these tips to take their corporate events to the next level.

About Winspire

Our mission is to inform and engage hardworking professionals tasked with entertaining clients, C-suite executives and top sales teams using unique incentive ideas, meeting locations and exclusive Experiences. With VIP access to the world's most prestigious sporting and entertainment events, Winspire has organized thousands of premium travel packages and executive retreats for business teams and individuals alike.

In this resource, we are excited to share what we've learned from over a decade of experience in corporate hospitality and incentive travel.

TYPES OF MEETINGS

Popular types of corporate meetings and events

CONFERENCES. A conference is any meeting with a targeted audience where guests are provided with relevant information. Conferences typically have multiple sessions or tracks geared toward different positions, roles or skill levels, with keynote sessions and breakout sessions by topic. They are usually planned for at least a half day but often one or two days or longer.

TRADE SHOWS. Trade shows are an industry-specific exhibition at which businesses in your industry showcase and demonstrate their products and services. Attending trade shows keeps attendees abreast of the latest innovations and trends in the industry, while vendors are able to generate leads. Being able to host or sponsor a trade show reinforces your reputation as a leader in the industry.

LEADERSHIP AND EXECUTIVE RETREATS. These meetings are designed to recharge, inspire, motivate and challenge the biggest influencers at your business.

NETWORKING EVENTS. Bring together the movers and shakers of your field by hosting a meet-and-mingle networking event in your industry. By planning a networking event, you'll establish your organization as a leader and authority in the industry, upping your credibility and, of course, growing your network of contacts.

TEAM BUILDING ACTIVITIES. Successful businesses rely on teamwork and a strong work culture. Team building meetings help employees build relationships outside of work. Typical team building activities include solving puzzles, completing activities, playing games, attending workshops, and the epitome of team building: completing a ropes course. Team building facilitates bonding between staff from different teams, departments and management levels.





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