

# Destination Meeting PLANNER CHECKLIST

Choosing a destination for your meeting or event now requires a new set of criteria. The safety and well-being of your attendees is the utmost priority, but how do you ensure a destination has top-tier creative meeting solutions? Use this checklist to cover all your bases when communicating with a Destination Marketing Organization (DMO) or Convention Visitors Bureau (CVB). Keeping you up-to-date on the latest health and safety protocols and providing relevant and reliable services is pertinent to a successful event during the COVID-19 pandemic.

## City & State Safety Protocols

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| <input type="checkbox"/> <b>CITY PROTOCOLS</b><br>What phase of reopening is the city in and what safety and sanitation protocols are in place? Has the DMO/CVB provided the most updated information? | <input type="checkbox"/> <b>AIR AND RAIL SERVICE UPDATES</b><br>What information does the DMO/CVB provide on local airport and train stations safety and sanitation protocols?       |
| <input type="checkbox"/> <b>STATE PROTOCOLS</b><br>What are the state's safety and sanitation protocols, and has the DMO/CVB provided the most updated information?                                    | <input type="checkbox"/> <b>NUMBER OF CONFIRMED CASES IN CITY</b><br>Has the DMO/CVB provide updated statistics on COVID-19 cases in the area?                                       |
| <input type="checkbox"/> <b>TRAVEL ADVISORIES</b><br>Are there any restrictions in place that limit out-of-state visitors or federal mandates to consider?   | <input type="checkbox"/> <b>UPDATED DOWNLOADABLE INFORMATION</b><br>Does the DMO/CVB provide easily obtainable current information?  |
| <input type="checkbox"/> <b>VISITOR SAFETY</b><br>What steps is the destination taking to ensure visitor safety? Is there a local program in place for restaurants, attractions and shops.             | <input type="checkbox"/> <b>EMERGENCY CONTINGENCY</b><br>Does the CVB/DMO provide a list of available emergency medical services within a prescribed area of response to your event? |

## What's Open & Safe

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| <input type="checkbox"/> <b>WHAT HOTELS AND UNIQUE VENUES ARE OPEN?</b><br>Has the DMO/CVB provided up-to-date information on how the hotels and venues are ensuring safety of attendees with corporate and/or local protocols? | <input type="checkbox"/> <b>OUTDOOR GROUP MEETING VENUES AND ACTIVITIES</b><br>What information does the DMO/CVB provide on local airport and train stations safety and sanitation protocols? |
| <input type="checkbox"/> <b>HOTEL AND VENUE SAFETY AND SANITATION PROTOCOLS</b><br>How are the hotels and venues ensuring safety of attendees with corporate and/or local protocols?  | <input type="checkbox"/> <b>WHAT BUSINESSES AND ATTRACTIONS ARE OPEN AND FOLLOW CDC GUIDELINES?</b><br>Has the DMO/CVB provided an up-to-date list and personal recommendations?              |
| <input type="checkbox"/> <b>NEW SPACING CAPACITIES</b><br>Has the DMO/CVB guided you to facilities that can accommodate your requirements with physical distancing and offer creative solutions if needed.                      | <input type="checkbox"/> <b>GETTING AROUND</b><br>Is the destination walkable to venues and after-hour activities? Will you need to hire transportation?                                      |

## DMO/CVB Services-Meeting Design & Technology

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| <input type="checkbox"/> <b>HYBRID MEETINGS RESOURCES</b><br>Does the DMO/CVB have local and national vendor relationships to make planning easier?                           | <input type="checkbox"/> <b>VIRTUAL MEETINGS HOST PACKAGES</b><br>Does the DMO/CVB assist with turnkey virtual meeting host packages at local venues? |
| <input type="checkbox"/> <b>VIRTUAL MEETING EXPERIENCES</b><br>Can the DMO/CVB supply ideas and local resources to engage virtual attendees?                                  | <input type="checkbox"/> <b>MARKETING SUPPORT FOR VIRTUAL/HYBRID EVENTS</b><br>What type of tools can the destination provide to increase attendance? |
| <input type="checkbox"/> <b>VIRTUAL EVENT PRODUCTION COMPANIES AND VENDOR RECOMMENDATIONS</b><br>What resources can the DMO/CVB provide to customize your meeting experience? | <input type="checkbox"/> <b>MEETING DESIGN DISCOUNTS</b><br>Are there any discounts or meeting design perks available at the destination?             |

## DMO/CVB New Services

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| <input type="checkbox"/> <b>DESTINATION VIRTUAL SITE INSPECTIONS</b><br>Does the DMO/CVB have video or 3-D tools to realistically showcase the destination?   | <input type="checkbox"/> <b>MEETING INCENTIVES AND DISCOUNTS</b><br>Does the DMO/CVB offer meeting perks and list seasonal hotel and venue promotions?   |
| <input type="checkbox"/> <b>HOTEL VIRTUAL SITE INSPECTIONS</b><br>Does the DMO/CVB have 3-D resources to conduct custom-tailored virtual site inspections for those properties appropriate for your meeting or event? | <input type="checkbox"/> <b>EDUCATIONAL WEBINARS AND BLOGS</b><br>Is the sales team current with industry trends and technology and do they offer on-going educational resources for the industry and destination?                   |
| <input type="checkbox"/> <b>MARKETING TOOLS AND SUPPORT</b><br>What other tools are available to you to promote your meeting such as videos, image gallery, social media posts, etc.?                                 | <input type="checkbox"/> <b>COMMUNICATION UPDATES</b><br>Will the DMO/CVB keep you informed throughout the process with eblasts, social media and direct communication?  |
| <input type="checkbox"/> <b>CURRENT WEBSITE CONTENT</b><br>How current and comprehensive is the destination's website? Does it provide appropriate informational links for attendees?                                 | <input type="checkbox"/> <b>HOTEL RELATIONSHIPS/ASSISTANCE</b><br>Does the sales team have relationships with hotel sales managers to assist with connecting appropriate properties and facilitate cancellations, re-bookings, etc.? |

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