

Checklist for Meeting Planners

Selecting a Destination Management Company

Getting Started

- ☐ Ask the convention and visitors bureau for a list of its DMC members. Remember, a CVB cannot recommend one DMC over another.
- ☐ Ask other meeting planners to recommend companies to bid on your project.
- ☐ Check directories from industry associations, including Meeting Professionals International, the Professional Convention Management Association and the Society of Incentive and Travel Executives. Most professional DMC will be members of these associations.
- ☐ Ask your hotelier for DMC recommendations. Many hotels now have their own internal destination management services. If not, previous clients often give hoteliers their opinions of the companies they have used.

Requesting Proposals

- ☐ Communicate clearly, either verbally or by formal written request for proposal, the purpose of your event, budget or budget range, group demographics and, if possible, history of the group's past events.
- ☐ Give a deadline for proposals, and adhere to the deadline. If a proposal is late, that should be a red flag.

Reviewing Proposals

- ☐ Is the proposal well-written?
- ☐ Is the concept clearly developed?
- ☐ Does the proposal include visual aids to help you understand the presentation?
- ☐ Is the budget definite, rather than open-ended?
- ☐ Is the program similar to what you requested?
- ☐ Does the proposal indicate a good understanding of what you want to achieve?
- ☐ Does the proposal show creativity?
- ☐ Is the proposal practical?

- ☐ If themed events are included, are the concepts fresh and inviting?
- ☐ Are the events suitable for your group?
- ☐ If the event is off-site, how far is the venue from the hotel? Is the ambiance suitable? Does the venue meet ADA requirements?
- ☐ Does the DMC have a good working relationship with the site?
- ☐ Is transportation to the site clear, explicit, and inclusive of staff supervision? Make sure number and type of vehicles are described and that transportation fees include gratuities, signage, and radios.
- ☐ In comparing proposals, look for value, remember, the cheapest may not be the best deal.
- ☐ If revisions are necessary, evaluate response time and thoroughness of new information.

Interviewing Top Choices

- ☐ How long has the company been in business?
- ☐ What is the size of the full-time staff and part-time staff, and what is their length of service with the company?
- ☐ Who is the company's director of sales?
- ☐ Who will be your point of contact? Will someone be available after regular hours?
- ☐ Does the company carry adequate insurance coverage?
- ☐ How does the firm handle agreements and contracts?
- ☐ What is the policy on cancellations?
- ☐ Request a list of company clients whose group size was similar to your own. Be sure to follow through on reference checks.

Notes: _____
