



*The Successful Approach to  
Meeting Planning and Management*

## TEN REASONS YOU SHOULD USE A PROFESSIONAL MEETING PLANNER

*By Debbie Locklear*

**Professional Meeting Planners brings expert advice** - Let's face it. Most people are not meeting planners nor are they convention planners, but there are professional meeting planners and professional convention planners across the country. These meeting planners and professional convention planners have years of experience negotiating hotel and vendor contracts, coordinating registration for major trade shows, conventions, seminars and conferences. They are experts at recruiting trade show sponsors, managing booth sales, and a multitude of tasks that go into executing first class seminars, trade shows, conferences, convention and other types of meetings. And with that experience comes expert advice. It's in your best interest to hire a seasoned meeting planning and convention planning professional.

**Meeting Planners can save you money** - Professional meeting and convention planners have spent years establishing relationships with hotels, equipment rental companies, caterers, convention and conference centers, promotional firms, entertainers and more. Meeting planners and convention planners are able to leverage their buying power to negotiate the best services at reasonable prices for all your meeting logistic needs. Whether it is establishing housing for participants or promotional material for your convention, meeting planners and convention planners know from experience where to get the best deal and how to execute a successful meeting within your budget.

**Professional Meeting Planners have Connections** - Did you know planning a typical trade show on average requires hundreds of phone calls and emails to prospects in order to assure its success? In addition dozens of calls are made to the hotels, convention center, audio-visual company, promotional services, city officials to acquire permits, sponsors, etc. But not to worry! Meeting planners schedule every last detail that needs to be arranged. They know who to call and when. Meeting planners and convention planners are connected. The support of a professional meeting planner and convention planner will make your job easier.

**A Meeting Planner brings Vision** - If you have never executed a large meeting, a meeting professional will be able to offer vision to the meeting planning process. A meeting planner is not only a facilitator but an extension of your team. A seasoned meeting planner has attended, studied, planned and executed hundreds of meetings, seminars, conventions and trade shows and can advise you on what has worked for others and what has not worked. A meeting planner will evaluate the scope and nature of your meeting and help develop a theme and a vision to create a successful meeting. A professional meeting planner and convention planner will use that information as the basis for your conference, convention, seminar, meeting or trade show and make your vision a reality.

**A Meeting Planner brings Creativity** - In today's media saturated world, it is sometimes hard to get the attention of your target audience. Meeting Planners have usually seen just about everything. From trade show booth magicians to sponsored golf outings, to celebrity impersonators. There are many creative things that can be done to not only promote your meeting event, but to make your convention have the impact and success you expect. Whether your goal is education, professional networking, celebration or recreation, a meeting and convention planning professional can suggest a myriad of creative idea that can be used to make your meeting a success.

**A Meeting Planner can make your meeting profitable** – With so many convention and trade show options a potential exhibitor, sponsor and attendee faces you must strive to stand out among the crowd. A professional meeting planner and convention planner can make that happen. Professional meeting planners and convention planners enroll in their own continuing education that allows them to learn the latest marketing techniques to increase trade show exhibitors, sponsors and attendance at conventions. All of this education is used to make your meeting more profitable. In addition, the negotiation skills of a professional meeting planner and convention planner will provide direct bottom-line savings from nearly every vendor involved in your convention.

**A Meeting Planner will communicate with your speakers** – When you have found the perfect presenters and speakers for your meeting it is very likely they have come from or through your knowledgeable membership. These presenters and speakers need to be informed of critical data to help them have the best opportunity to share their knowledge with your attendees. A professional meeting planner and convention planner will communicate all the important details with the speakers and presenters as well as collect information needed.

**A Meeting Planner will share their resources** – A professional meeting planner and convention planner has developed many resources over the years that can be valuable to your meeting, convention, trade show and seminars. Just the mere nature of a professional meeting planner and convention planner brings them in contact with hundreds of meeting vendors, speakers, entertainers and facilities. A professional meeting planner and convention planner is happy to share names, pricing and contact information with you to assure the success of your meeting, convention, trade show and seminar.

**A Meeting Planner will earn your respect and repeat business** – Once a professional meeting planner and convention planner has taken your meeting, convention, trade show or seminar from concept to completion that professional meeting planner and convention planner is of great value to you. They have experienced every aspect of your convention and know the intricate workings. This knowledge leads to a future of successful meetings, conventions, seminars, trade shows and conferences.

**A Meeting Planner is an extension of your staff** – A professional meeting planner and convention planner will work with your staff, board and committee to make the most of your experience throughout the planning process. With all the connections, knowledge, experience, creativity, resources and vision a professional meeting planner and convention planner has to offer your meeting, convention, conference, trade show or seminar will flourish and provide attendees the experience they seek.