



**MEDZONE**

162 Andover Road, Beaconsfield QC H9W 2Z7  
Tel: 514 426 9948 Cell: 514 913 2037 Fax: 1 866 820 0354

## **CHOOSING A VENUE FOR A CORPORATE FUNCTION**

There is no shortage of information on this topic on the world-wide web. The articles, however, tend to apply to general functions, private parties or weddings. Few resources exist to help the medical meeting planner in the quest to book a perfect meeting location (experience is a valuable asset). At MEDZONE, we assist clients in finding the right location for every event because academic meeting planning is an art as well as a science.

Whether choosing a hotel conference room, a private dining room or a boardroom in a conference center, the scientific aspects must be considered first. Here is a starter list of examples:

- The date of a corporate event is vital (scrutinize various event calendars to rule out a conflict)
- Geographic location (strategically selected to attract specific participants)
- Accessibility of the meeting site (by car, by public transportation or by wheelchair)
- Parking (valet or public)
- Availability of a private room
- Number of people expected to attend (number of invited vs. confirmed guests)
- Meal schedule (served during the meeting or after)
- Choice of menu (a gastronomic meal will impress attendees but may detract from the meeting)

Hosting or organizing a successful meeting is also an art and requires careful reflection and an understanding of the goals of the gathering. An advance site inspection, a recommendation from a colleague or some prior experience at the venue can be helpful:

- Décor (sets the tone for the event)
- Ambiance (traditional, executive, trendy, intimate, bustling)
- Physical environment (is space roomy or tight; can attendees turn their chairs; is AV equipment tucked away; will the speaker be positioned to be effective)
- Staff (poorly trained staff can spoil an event; everyone should be briefed beforehand)

There is obviously much more that goes into the planning of a successful academic meeting. In our next series, we will consider other important topics such as how to personalize the experience for meeting attendees, how to brief venue staff, how to prepare the speaker, etc.