



Creative solutions for all your event & training needs

IMAGINATION⁺MEETING PLANNERS INC.

& Meeting Essentials A - Z

Recipient: George Brown Continuing Education Award of Excellence for Teaching 2003

©A Meeting's Life Cycle is owned by Imagination+ Meeting Planners Inc. and cannot be used in any format without the express permission of the author. Feb 2005

A Meeting's Life Cycle©

Think of an inverted pyramid, with the big picture at the top of the pyramid, and the final return on objectives as the tip of the pyramid, at the bottom.

Finish Here-ROI



Start Here-objective

1. The Big 4
 - a. What is your objective
 - b. What is your budget
 - c. Who is your market
 - d. What is your history
2. Determine who is responsible for what
3. Create a critical path

"Imagination is more important than knowledge"...Einstein

101 Hammersmith Avenue, Suite 202, Toronto, ON Canada M4E 2W3

voice: 416.694.7121/416.618.5411 fax: 416.694.7457

e-mail: biback@ImaginationMeetings.com

website: www.ImaginationMeetings.com

Member: MPI IMPAC



4. Determine the host committee, host city
5. Send an RFP to various venues in the host city
6. Determine a theme, tag lines
7. Build the agenda
8. Determine the educational content
 - a. Determine setups
 - b. Contract speakers
9. Determine the networking/social content
10. Prepare & distribute marketing materials
 - a. Delegates
 - b. Exhibitors
 - c. Sponsors
11. Determine HR requirements
 - a. Line of command
12. Contract and determine
 - a. AV
 - b. F&B
 - c. Décor
 - d. Printers
 - e. Other vendors as required
13. Onsite Management
 - a. Develop emergency preparedness plan
 - b. Develop staffing schedules, train & orientate staff
 - c. Develop following schedules:
 - i. Conference resume (ESG)
 - ii. F&B schedule
 - iii. AV schedule
14. Hold a pre-conference meeting
 - a. With facility & vendors
 - b. Staff
15. Produce Conference/Events
 - a. Note taking of any crisis
16. Hold Post Conference Meeting
 - a. With facility & vendors
 - b. Staff
17. Analyze evaluations (from delegates, speakers, sponsors, exhibitors, staff)
18. Compare to original objectives to see if ROI (return on investment) met
19. Compile a post-conference history report
20. Review and authorize bill payments
21. Send out appropriate thank you's