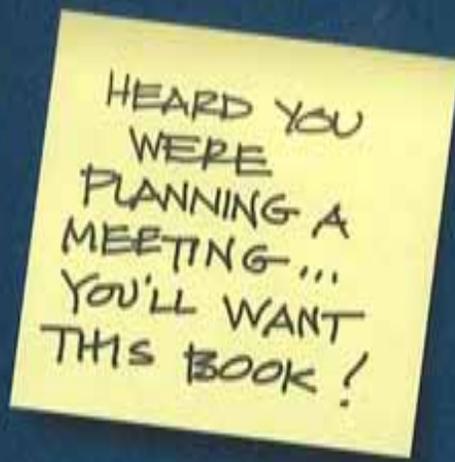




# Meet Me in Montrose!

OFFICIAL  
MEETING  
PLANNERS  
GUIDE

**Step-by-step  
instructions to  
make your job as  
“meeting planner”  
stress free!**



HEARD YOU  
WERE  
PLANNING A  
MEETING...  
YOU'LL WANT  
THIS BOOK!

# MONTROSE



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### contents...

#### THE BASICS

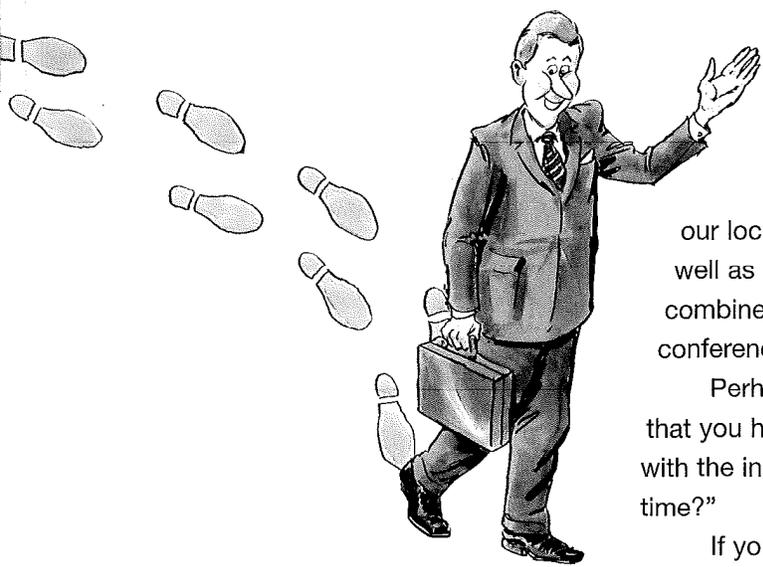
Assess the group's needs.....	1
Lodging requirements.....	2
Meeting facilities without lodging.....	2
Lodging with meeting places.....	2
Contract negotiations.....	3
Planning the catering.....	4
Odds & ends.....	5
Advertising	
Transportation	
Shipping & printing	
Registration	
Accounting	
Come early, stay late.....	6
Meeting planner professionals.....	6

#### CHARTS..... Tab “charts”

Budget	
Trade show space requirements	
Meeting space by seating style	

#### WORKSHEETS

Needs criteria.....	7
Break foods.....	8
Other hospitality items.....	8
Sample itineraries.....	9, 10
Meeting planner.....	11, 12
Audio-visual equipment.....	13
Trade shows & booths.....	14
Follow-up meeting.....	15
Event evaluation.....	16-18



## meet me in montrose...

The fact that Montrose is a phenomenal place to live, work and play is well known among its citizens. But, did you know that our location, amenities and recreational opportunities — as well as the professionalism of our business people — also combine to make Montrose an excellent venue for meetings, conferences, conventions and business retreats?

Perhaps not. In fact, I imagine that there have been times that you have found yourself in an out-of-town meeting faced with the inevitable question of “Where do we want to meet next time?”

If you were hesitant to answer “Montrose!” in that situation, you are not alone. The details involved in planning a meeting on your home turf would be daunting to most.

You may have worried that you would not be able to meet the expectations of your friends and colleagues and you might have found yourself wondering if Montrose would be capable of handling a group such as yours.

The answers to those questions? Yes. Montrose CAN. And, yes, YOU can. And, the Montrose Visitors & Convention Bureau is here to help you.

The purpose behind this guide is to walk you through the process of planning a meeting in Montrose. In clear, concise, layman’s terms, it will assist you in breaking down the necessary components of planning and executing your event, as well as containing helpful tools for evaluating your progress at critical steps along the way.

Filled with helpful hints, questions to ask, and tips for answering the questions that you may be asked, the guide is designed to simplify the planning process.

The guide will help you to identify businesses and individuals who can lend further support to your efforts and – it doesn’t end there – the Visitors & Convention Bureau and the Pavilion are here to assist you as well.

So, the next time you find yourself in a position to answer the question of “Where do we want to meet next?” we encourage you to answer, without hesitation, MONTROSE!

MONTROSE

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## Assess the group's needs

To do this, you will need to identify certain specific criteria for the meeting you are planning.

*A basic profile for your meeting includes:*

- Meeting objectives
- Audience profile
- Budget
- Dates
- Room allocation
- Meeting space requirements
- Format/schedule
- Air/ground transportation

See "needs criteria" worksheet on page 15.



### **MOST IMPORTANT**

**How much meeting space will you require?**

*Include general sessions, food functions, breakout rooms, hospitality events, office area, storage.*

## Meeting requirements

Researching and locating the perfect meeting venue is easy when you ask the right questions of the potential properties.

*Here's what to ask:*

- What is the number of people the property can accommodate for your required meeting date?
- How many meeting rooms are handicap accessible?
- How many meeting rooms are designated non-smoking?
- Do you offer complimentary shuttle service from the airport?
- Do you offer meeting materials at no cost to promote the meeting?
- How much total square feet of meeting space is available to handle your requirements?
- What size is the largest single space available that would accommodate a general session?



### **MOST IMPORTANT**

**What are your audio-visual requirements?**

*Keep meeting room dimensions, including ceiling height, in mind.*



## **Lodging requirements**

Researching and locating the perfect meeting+lodging venue is easy when you ask the right questions of the potential properties.

**Here's what to ask:**



- How many sleeping and meeting rooms are handicap accessible?
- How many sleeping and meeting rooms are designated non-smoking?
- Do they offer complimentary shuttle service from the airport?
- Do they offer meeting materials at no cost to promote the meeting?
- How much total square feet of meeting space is available to handle your requirements?
- What size is the largest single space available that would accommodate a general session?

**MOST IMPORTANT**

**Are your meeting dates flexible?**

*Flexibility can impact your lodging rates.  
Check hotel specials for "Hot Dates/Cool Rates."*

## **Lodging with meeting places**

Facility	Meeting space (sq.ft.)	Sleeping rooms
Holiday Inn Express . . . . .	6500 . . . . .	122
Best Western Red Arrow . . . . .	4700 . . . . .	60
Quality Inn . . . . .	1250 . . . . .	52
Colorado Inn . . . . .	700 . . . . .	71

## **Meeting facilities without lodging**

Facility	Meeting space (sq.ft.)
Montrose Pavilion . . . . .	7000
National Guard Armory . . . . .	6700
Turn of the Century . . . . .	3000
Friendship Hall . . . . .	2000
Elks Lodge . . . . .	2000
Lion's Clubhouse . . . . .	1600
Chamber of Commerce . . . . .	1025
Ridgway State Park . . . . .	1000
Ute Indian Museum . . . . .	1000
Historic Lathrop House . . . . .	750

**Note:** For a complete list of lodging properties, please see the Visitor & Convention Guide in the back of this manual, or visit [www.visitmontrose.net](http://www.visitmontrose.net).

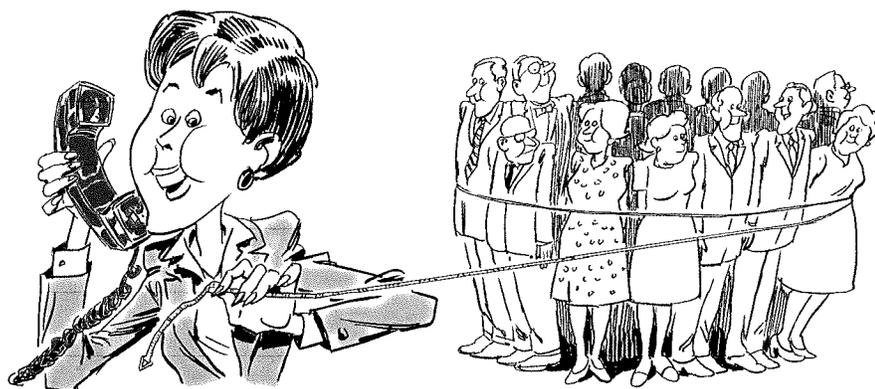
## **budget**

Seminars and conferences take budgeting and planning.

Use the following as a guide, making adjustments where needed.

NOTE: The percentages are the upper end of a possible range.

<b>EXPENSE</b>	<b>PERCENTAGE OF TOTAL BUDGET</b>
Location Site	20%
Printing Expenses	40%
Food	25%
Speaker Fee	30%
Marketing	25%
Miscellaneous	25%
Gifts	10%
Travel Expenses/Accommodations	15%
Supplies	10%



## **space requirements**

Trade shows and meetings require the following approximate space allotments. Just check with the facilities you're interested in and they can tell you what space sizes they have.

<b>TRADE SHOW SPACE REQUIREMENTS</b>					
<b>BOOTH SIZE</b>	<b>20 BOOTHS</b>	<b>50 BOOTHS</b>	<b>75 BOOTHS</b>	<b>150 BOOTHS</b>	
8' x 10'	3,200 sq ft	8,000 sq ft	12,000 sq ft	24,000 sq ft	
10' x 10'	4,000 sq ft	10,000 sq ft	15,000 sq ft	30,000 sq ft	
<b>MEETING SPACE REQUIREMENTS</b>					
<b>SEATING STYLE</b>	<b>20 GUESTS</b>	<b>50 GUESTS</b>	<b>75 GUESTS</b>	<b>150 GUESTS</b>	
60" round tables	240 sq ft	600 sq ft	900 sq ft	1800 sq ft	
75" round tables	241 sq ft	602 sq ft	904 sq ft	1808 sq ft	
Theater	180 sq ft	450 sq ft	675 sq ft	1350 sq ft	
Schoolroom style 18" tables	290 sq ft	725 sq ft	1088 sq ft	2175 sq ft	
Schoolroom style 30" tables	350 sq ft	875 sq ft	1312 sq ft	2625 sq ft	
Reception	190 sq ft	475 sq ft	712 sq ft	1425 sq ft	

## **Contract negotiations**

Once you have established where you would like to hold your meeting, it's time to put space on hold and begin contract negotiations.

### **Try to get some extras, such as:**

- Upgrades for VIPs.
- Complimentary sleeping rooms. *Generally the hotel will allow one complimentary room per 40-50 rooms occupied per night.*
- Audio-visual fees & rentals. *What amenities are available without costs?*
- Early arrivals and late departures. *Will the hotel allow your attendees to arrive three days prior to the meeting and stay three days after the meeting at the contracted group rate?*
- What is the allowable attrition 30 – 60 – 90 days out? *Room attrition is a percentage of sleeping rooms that the property will allow you to drop from your original block without penalty and within a certain time frame (this will vary from property to property).*
- Cancellation fee schedule. *What will your responsibility be if the group cancels the entire meeting more than one year from meeting dates? Less than six months from meeting date? Less than three months from meeting date? Less than 30 days from meeting date?*
- Deposit policy. *Will the property waive an advance deposit more than one year prior to your meeting? Do you have an excellent meeting history to negotiate this fee?*
- Benefits from booking multiple meetings at the same hotel/conference facility.



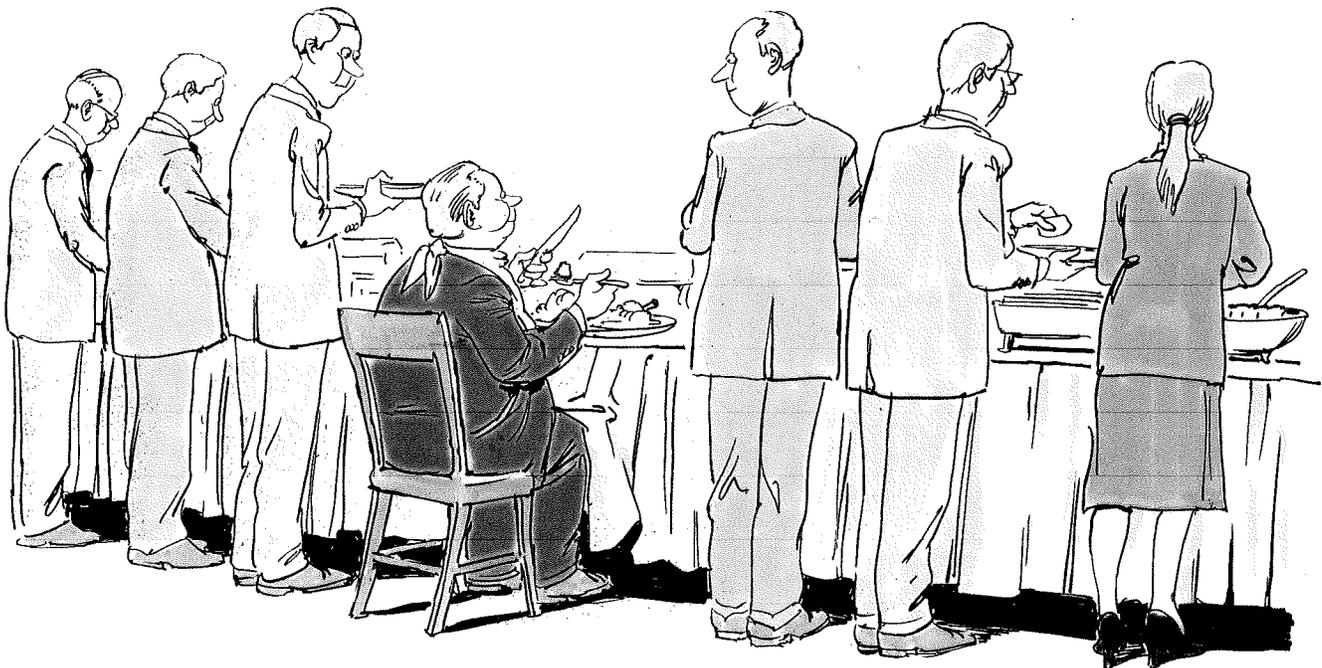
## Planning the catering

Food functions play an important part in the overall success of the program, and can greatly impact your budget.

### ***It's important to understand a few basic issues:***

- Is it more cost effective to provide buffets or sit down meals?
- How are linens and table décor handled?
- How to arrange a “theme” party.
- What is the liquor policy? *Can you provide your own beverages? Does the property charge “corkage”?*
- What is the guarantee timeline for your attendees?
- What percentage will the catering company set over the guarantee amount? *This can vary between 3-5%.*
- What are the penalties if one or more food function is cancelled?
- Can the caterer accommodate special menus for guests with diet restrictions. *How much advance time is needed?*
- Ask for three or four references from the caterers who have handled a similar size program as you are planning.
- What is the catering deposit policy?
- When is payment in full due?

**Note:** For a complete list of caterers, see the visitors guide



## **Odds & ends**

Small –but equally important– issues will affect the overall success of your meeting, and your job will be a little easier if you address them in the beginning.

### ***Advertising***

- Does the facility offer support for advertising, and if so, is there a charge?
- Explore grants and scholarships available to groups offered by the Montrose Visitor and Convention Bureau.
- Can the group hang banners, if so, is there a charge?

### ***Transportation***

- AIR: Continental Airlines, United Express
- TRAIN: Amtrak
- BUS: Greyhound
- CAR RENTALS: Budget Rent-A-Car, Enterprise Rent-A-Car, Dollar Car Rental, Thrifty Car Rental, National Car Rental
- TAXI: Western Express Taxi
- SHUTTLE SERVICE: Telluride Express

### ***Shipping & printing***

- Will you need name badges, programs or menus printed while on the property?
- Are there costs associated with shipping to the facility prior to, and after, the meeting?

### ***Registration***

- Will you need a special registration area for your group check-in?
- Will you need staff to assist with registration?

### ***Accounting***

- Will you be able to review bills on a daily basis?
- How long will it take to get an itemized master account bill?
- What is the payment schedule?
- Is there a discount if a credit card is not used for payment?



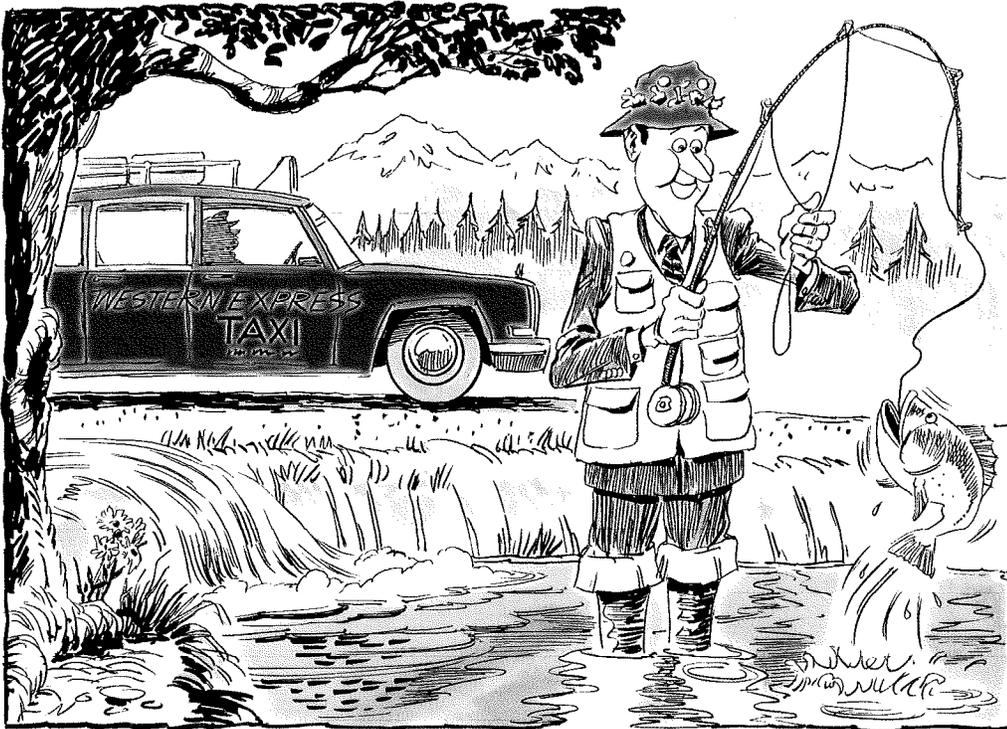
## **Come early, stay late**

Use the unlimited recreational opportunities in Montrose and surrounding communities to get them to come early and stay after your meeting.

### ***A reminder list of some of the area's attractions:***

- Black Canyon National Park
- Ridgway State Park
- Ute Indian Museum
- Historic Montrose Downtown
- Magic Circle Theater
- Montrose County Historical Museum
- Local wineries

**Note:** Refer to the Visitor Guide in the back of this manual or visit [www.visitmontrose.net](http://www.visitmontrose.net).



## **Meeting planner professionals**

Here are some resources for further information and inspiration.

[www.meetings-conventions.com](http://www.meetings-conventions.com)

[www.mpiweb.org](http://www.mpiweb.org)

[www.meetingsnet.com](http://www.meetingsnet.com)

[www.plannersguide.com](http://www.plannersguide.com)

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# needs criteria-from page 1

MEETING OBJECTIVES
AUDIENCE PROFILE
BUDGET
DATES
ROOM ALLOCATION
MEETING SPACE REQUIREMENTS
FORMAT/SCHEDULE
AIR/GROUND TRANSPORTATION

## **break foods**

Advanced arrangements really help, and don't forget to consider the diabetic for dietary needs.

<b>MORNING BREAK</b>	<b>AFTERNOON BREAK</b>
<input type="checkbox"/> FRUIT: APPLES	<input type="checkbox"/> FRUIT: APPLES
<input type="checkbox"/> FRUIT: BANANAS	<input type="checkbox"/> FRUIT: BANANAS
<input type="checkbox"/> BAGELS & CREAM CHEESE	<input type="checkbox"/> COOKIE ASSORTMENT
<input type="checkbox"/> CROISSANTS	<input type="checkbox"/> CELERY & CARROT STICKS
<input type="checkbox"/> PASTRIES/DONUTS	<input type="checkbox"/> COFFEE & HOT TEA
<input type="checkbox"/> WHIPPED BUTTER	<input type="checkbox"/> DECAF TEA & COFFEE
<input type="checkbox"/> REGULAR & DIET SODAS	<input type="checkbox"/> WATER
<input type="checkbox"/>	<input type="checkbox"/>



## **other hospitality items**

<input type="checkbox"/> COFFEE SERVICE & COFFEE	<input type="checkbox"/> TEA SERVICE & TEA
<input type="checkbox"/> CUPS / GLASS / STYROFOAM	<input type="checkbox"/> CUPS & SAUCERS
<input type="checkbox"/> SUGAR & CREAMER	<input type="checkbox"/> SUGAR, CREAMER & LEMON
<input type="checkbox"/> SPOONS & NAPKINS	<input type="checkbox"/> SPOONS & NAPKINS
<input type="checkbox"/>	<input type="checkbox"/>

# Sample Itinerary: business seminar

## **Day One**

Early Bird Registration

Afternoon Meetings

4:30 PM to 6:00 PM Sponsored open bar

6:00 PM to 8:00 PM Welcoming Buffet Dinner,  
with local musical entertainment.

## **Day Two**

8:30 AM Registration and Continental Breakfast

Meetings

10:30 AM Refreshment Break

Meetings

Noon Lunch

Afternoon meetings if scheduled

2:00 PM Tour of The Black Canyon National Park returning at 5:00 PM

Dinner on your own at one of Montrose's fine restaurants

## **Day Three**

8:00 AM Continental Breakfast

Meetings

10:30 AM Refreshment Break

Meetings

Lunch on your own

Meetings if scheduled

5:00 PM Cocktails

6:00 PM ZBar Chuckwagon Dinner and Show

## **Day Four**

8:00 AM Continental Breakfast

Meetings

10:30 AM Refreshment Break

Noon Lunch

Meetings if scheduled

6:00 PM Cocktails

7:00 PM Catered dinner followed by a play at Magic Circle Theatre

## **Day Five**

7:30 AM Full Breakfast Buffet

Adjournment for a round of golf on one of Montrose's local courses

## **Sample Itinerary: business seminar**

### **Day One**

Afternoon registration

5:30 PM Welcome reception, local wine tasting.

6:30 PM Catered Dinner

### **Day Two**

Continental breakfast

Morning meetings

Catered lunch

Afternoon meetings

5:30 PM Dinner on your own

### **Day Three**

Continental breakfast

Morning meetings

12:00 Meeting adjourned, lunch on your own

Spend the rest of the day enjoying one of

Montrose's local scenic attractions!

# meeting planner worksheet

DATE(S) OF EVENT		DAY(S) OF WEEK		TIME(S)
LOCATION SITE			ESTIMATED # OF PEOPLE	
ADDRESS OF SITE				
CONTACT PERSON				
PHONE		PAGER		EMAIL
SPECIAL GUEST				
PHONE		PAGER		EMAIL
THEME COLORS		THEME		
SPONSOR SIGNS		AWARDS/RECOGNITION OR PRIZES		CERTIFICATES
NAME TAGS		CALLIGRAPHER		SEATING CHART
BAR SERVICE		BACKGROUND MUSIC NEEDED		RECEIVING LINE PLANNED
ENTERTAINMENT		ARRANGE FOR CATERING		ARRANGE FOR HOTEL ROOMS/GUESTS
TRANSPORTATION/GUESTS	WELCOME GIFTS IN ROOMS/GUEST SPEAKERS		TOURS/SIGHTSEEING ACCOMMODATIONS NEEDED	
HEAD TABLE REQUIRED	LIST OF NAMES AT HEAD TABLE COMPLETED		EVENT PROGRAM DETERMINED/PRINTED FOR DISTRIBUTION	
BINDERS/FOLDERS FOR ATTENDEES			SCRAPBOOK/ORGANIZATION DISPLAY SET UP	
NOVELTY ITEMS FROM OTHER BUSINESS ORGANIZATIONS				
MAPS		VIP AREA		THANK YOU CARDS
EVENT PHOTOGRAPHER		EVENT VIDEOGRAPHER		MEDIA NOTIFIED
COMPANY BROCHURES	TABLE CENTERPIECES OR FLOWERS		ATTENDEE REGISTRATION TABLE NEEDED	
RECEIVING LINE				
NOTES				
SECURITY NEEDS				
INSURANCE/GENERAL LIABILITY/RIDER/SPECIALIZED				

# meeting planner worksheet-cont.

## STAFF ASSIGNMENTS

EVENT MANAGER	REGISTRATION TABLE(S)	FACILITATORS
PUBLIC RELATIONS	HOSTESSES	GREETERS
VIP AREA HOSTESS	BROCHURE & DISTRIBUTION	REGISTRAR/FINANCIAL OFFICER
OTHER		

## EVENT INCOME-RAISING PLAN

BOOTH SPACE SALES CHAIR	BOOTH SPACE SALES DETERMINATION	AD SALES
DONATIONS	RAFFLE	AUCTION (LIVE OR SILENT)
BAR	MERCHANDISE	TICKETS/ADMISSIONS/REGISTRATION
SPONSOR/UNDERWRITERS		
OTHER		

## PRINTING NEEDS

BROCHURES	INVITATIONS	PROGRAM
FLYERS	POSTERS	MEDIA KIT
SPECIALTY ITEMS	HANDOUT MATERIALS	REGISTRATION PACKETS
OTHER		

## GUEST SPEAKER

GUEST SPEAKER		TITLE	
COMPANY	VITAE RECEIVED?	CONFIRMATION LETTER SENT?	
CONTACT NUMBER(S) / EMAIL			
SPECIAL NEEDS/REQUIREMENTS (SEE EQUIPMENT LIST)			
PERSON TO INTRODUCE SPEAKER		ASSIGNED FACILITATOR FOR EACH WORKSHOP TOPIC	

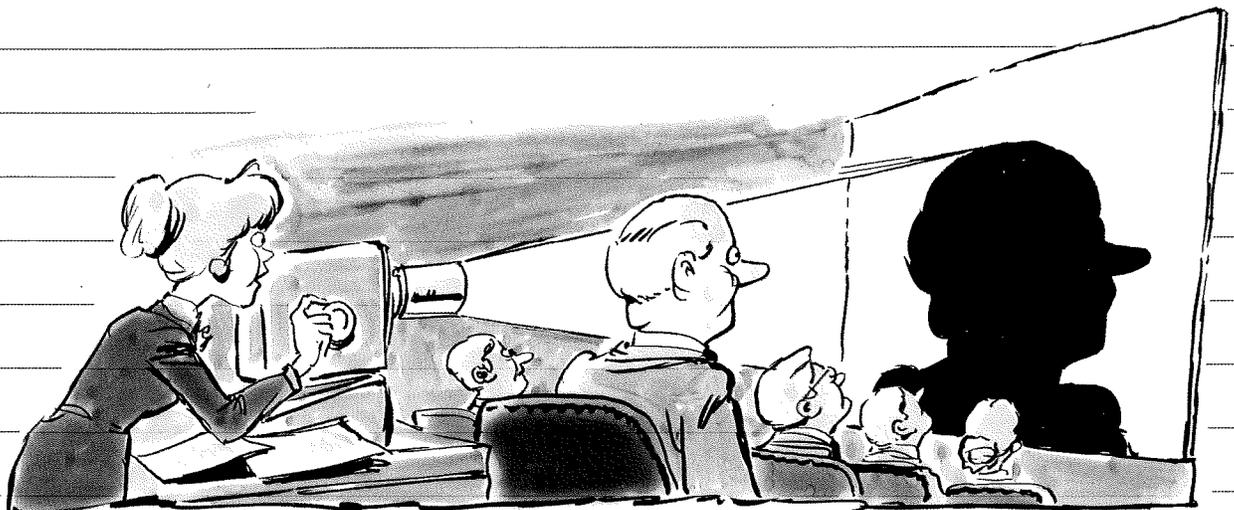
## PROMOTION

EVENT THEME OR SLOGAN	PHOTOGRAPHER ASSIGNED
CONTINUED EDUCATION CREDITS FOR ATTENDEES	OTHER

# audio-visual equipment

Advanced arrangements are necessary when renting or obtaining any equipment items that you may need.

<input type="checkbox"/> SLIDE PROJECTOR 35MM WITH CAROUSEL	<input type="checkbox"/> OVERHEAD PROJECTOR
<input type="checkbox"/> VCR	<input type="checkbox"/> PROJECTOR SCREEN
<input type="checkbox"/> TV-VCR COMBO 13"	<input type="checkbox"/> PROJECTOR CART
<input type="checkbox"/> TV-VCR COMBO 19"	<input type="checkbox"/> CD PLAYER (SINGLE DISC)
<input type="checkbox"/> TV-VCR COMBO 25"	<input type="checkbox"/> CD PLAYER (FIVE DISC)
<input type="checkbox"/> TV 32" SCREEN	<input type="checkbox"/> BULLHORN
<input type="checkbox"/> PAD HOLDER FOR EASEL	<input type="checkbox"/> WHITE BOARD 3'X5'
<input type="checkbox"/> EASEL, ALUMINUM & FLIP CHART PAD	<input type="checkbox"/> PODIUM TABLETOP
<input type="checkbox"/> P.A. SYSTEM (W/MICROPHONE, SPEAKERS, ETC)	<input type="checkbox"/> PODIUM STAND-UP
<input type="checkbox"/> MICROPHONE (WIRELESS)	<input type="checkbox"/> MICROPHONE STAND
<input type="checkbox"/> MICROPHONE (HAND HELD)	<input type="checkbox"/> EXTENSION CORDS
<input type="checkbox"/> WIRELESS COLLAR MICROPHONE	<input type="checkbox"/> MULTI-OUTLET BAR/STRIP
<input type="checkbox"/> FAX MACHINE	<input type="checkbox"/> DIGITAL CAMERA
<input type="checkbox"/> REAL-TO-REAL TAPE RECORDERS	<input type="checkbox"/> WALKIE-TALKIES
<input type="checkbox"/> COMPUTER INTERFACES	<input type="checkbox"/> TECHNICAL STAFF MEMBERS
<input type="checkbox"/> DISC PLAYERS	<input type="checkbox"/> PROJECTOR CART
<input type="checkbox"/> LECTERN	<input type="checkbox"/> POWER POINT PROJECTOR LDS







# event evaluation

Final comments on budget, overall event management, committee work, entertainment, food/service, publicity & marketing, and registration.

DATE \_\_\_\_\_

ELEMENT	COMMENTS AND/OR IMPROVEMENTS	
The targeted audience was reached		
The number of participants was reached		
Goals achieved		
Emergencies and last minutes items handled professionally		
Stayed within budget		
Profit in income / sponsorship was gained		
No items were missing from the budget		
Chair or manager handled all aspects (emergencies, negotiations, delegation, contracts, personalities)		
Committee members completed assignments		
Committee members stayed within budget		
Chairperson/manager communicated regularly with members		
Sufficient number of facilitators, runners, & helpers		
Committee met regularly or had sufficient number meetings		
Site location well suited for the event		
Favorable comments received about location		
Parking was adequate		
Amenities were adequate		
Hospitality was adequate (tables, chairs, food, space, on-site personnel, etc.)		

# event evaluation-cont.

Final comments on budget, overall event management, committee work, entertainment, food/service, publicity & marketing, and registration.

DATE \_\_\_\_\_ NOTE WHETHER PREPARED BY COMMITTEE (C) OR MEMBERS (M)

ELEMENT		COMMENTS AND/OR IMPROVEMENTS
Entertainer, keynote, etc. was appropriate and well received		
Entertainer/Keynote within budget		
Equipment was adequate		
Presentation of the food/service was adequate		
Sufficient food, snacks, beverages, refreshments for guests		
Service was personable		
Sufficient lead time for publicity, marketing, registration, advertising, notices, etc.		
Sufficient number of mailings with/minimum return		
Good follow-through		
Registration went smoothly & organized		
Registration had adequate staffing		
OTHER		