

Destination Meeting PLANNER CHECKLIST

Choosing a destination for your meeting or event now requires a new set of criteria. The safety and well-being of your attendees is the utmost priority, but how do you also ensure a destination has top-tier creative meeting solutions? Use this checklist to cover all your bases when communicating with a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB). Keeping up-to-date on the latest safety guidelines and having access to relevant services are pertinent to a successful event both during and following the COVID-19 pandemic.

City & State Safety Protocols

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| <input type="checkbox"/> CITY PROTOCOLS
What phase of reopening is the city in and what safety and sanitation protocols are in place? Has the DMO/CVB provided the most updated information? | <input type="checkbox"/> ATTENDEE COVID TESTING
Are there services that will provide COVID testing of meeting attendees either on-site or nearby? Does the DMO/CVB assist with recommendations? |
| <input type="checkbox"/> STATE PROTOCOLS
What are the state's safety and sanitation protocols, and has the DMO/CVB provided the most updated information? | <input type="checkbox"/> AIR AND RAIL SERVICE UPDATES
What information does the DMO/CVB provide on local airport and train station safety and sanitation protocols? |
| <input type="checkbox"/> TRAVEL ADVISORIES
Are there any restrictions in place that limit out-of-state and/or international visitors or federal mandates to consider? | <input type="checkbox"/> UPDATED DOWNLOADABLE INFORMATION
Does the DMO/CVB provide easily pertinent current information in one convenient location? |
| <input type="checkbox"/> VISITOR SAFETY
What steps has the destination taken to ensure continued visitor safety? Is there an ongoing local program in place for restaurants, attractions and shops? | <input type="checkbox"/> EMERGENCY CONTINGENCY
Does the CVB/DMO provide a list of available emergency medical services within a prescribed area of response to your event? |

What's Open & Ready

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| <input type="checkbox"/> WHAT HOTELS AND UNIQUE VENUES ARE BACK TO NORMAL?
Has the DMO/CVB informed you about what group venues and hotels are fully open and to what occupancy capacity? Do they offer creative solutions if needed? | <input type="checkbox"/> WHAT BUSINESSES AND ATTRACTIONS ARE OPEN AND FOLLOW CDC GUIDELINES?
Has the DMO/CVB provided an up-to-date list and personal recommendations? |
| <input type="checkbox"/> HOTEL AND VENUE SAFETY
Are the hotels and venues ensuring safety of attendees with corporate and/or local protocols, ongoing training, employee vaccination efforts and contact tracing? | <input type="checkbox"/> GETTING AROUND
Is the destination walkable to venues and after-hour activities? Will you need to hire transportation? |
| <input type="checkbox"/> OUTDOOR GROUP MEETING VENUES AND ACTIVITIES
Does the destination offer alternative meeting and event spaces that are outdoors or information on self-guided outdoor experiences? | <input type="checkbox"/> PLANNER TESTIMONIALS
Does the CVB/DMO provide testimonials and referrals of recent first-hand experiences with meeting in their city and working with the CVB/DMO? |

DMO/CVB Services-Meeting Design & Technology

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| <input type="checkbox"/> HYBRID MEETING RESOURCES
Does the DMO/CVB have local and national vendor relationships to make planning easier? | <input type="checkbox"/> VIRTUAL MEETING HOST PACKAGES
Does the DMO/CVB assist with turnkey virtual meeting host packages at local venues? |
| <input type="checkbox"/> VIRTUAL AND LIVE MEETING EXPERIENCES
Can the DMO/CVB supply ideas and local resources to engage both live and virtual attendees? | <input type="checkbox"/> MARKETING SUPPORT FOR VIRTUAL/HYBRID AND LIVE EVENTS
What type of tools can the destination provide to increase attendance? |
| <input type="checkbox"/> HYBRID AV & EVENT PRODUCTION COMPANY RECOMMENDATIONS
What resources can the DMO/CVB provide to customize your meeting experience? | <input type="checkbox"/> MEETING DESIGN DISCOUNTS
Are there any discounts or meeting design perks available at the destination? |

DMO/CVB New Services

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| <input type="checkbox"/> DESTINATION VIRTUAL SITE INSPECTIONS
Does the DMO/CVB have video or 3-D tools to realistically showcase the destination? | <input type="checkbox"/> MEETING INCENTIVES AND DISCOUNTS
Does the DMO/CVB offer meeting perks and list seasonal hotel and venue promotions? |
| <input type="checkbox"/> HOTEL VIRTUAL SITE INSPECTIONS
Does the DMO/CVB have 3-D resources to conduct custom-tailored virtual site inspections for those properties appropriate for your meeting or event? | <input type="checkbox"/> EDUCATIONAL WEBINARS AND BLOGS
Is the sales team current with industry trends and technology and do they offer on-going educational resources for the industry and destination? |
| <input type="checkbox"/> MARKETING TOOLS AND SUPPORT
What other tools are available to you to promote your meeting such as videos, image gallery, social media posts, etc.? | <input type="checkbox"/> COMMUNICATION UPDATES
Will the DMO/CVB keep you informed throughout the process with eblasts, social media and direct communication? |
| <input type="checkbox"/> CURRENT WEBSITE CONTENT
How current and comprehensive is the destination's website? Does it provide appropriate informational links for attendees? | <input type="checkbox"/> HOTEL RELATIONSHIPS/ASSISTANCE
Does the sales team have relationships with hotel sales managers to assist with connecting appropriate properties and facilitate cancellations, re-bookings, etc.? |



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