

# 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 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 you up-to-date on the latest health and safety protocols and providing relevant and reliable services is pertinent to a successful event during the COVID-19 pandemic.

## City & State Safety Protocols

- 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?
- STATE PROTOCOLS**  
What are the state's safety and sanitation protocols, and has the DMO/CVB provided the most updated information?
- TRAVEL ADVISORIES**  
Are there any restrictions in place that limit out-of-state visitors or federal mandates to consider?
- VISITOR SAFETY**  
What steps is the destination taking to ensure visitor safety? Is there a local program in place for restaurants, attractions and shops.
- AIR AND RAIL SERVICE UPDATES**  
What information does the DMO/CVB provide on local airport and train stations safety and sanitation protocols?
- NUMBER OF CONFIRMED CASES IN CITY**  
Has the DMO/CVB provide updated statistics on COVID-19 cases in the area?
- UPDATED DOWNLOADABLE INFORMATION**  
Does the DMO/CVB provide easily obtainable current information?
- 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 & Safe

- WHAT HOTELS AND UNIQUE VENUES ARE OPEN?**  
Has the DMO/CVB provided up-to-date information on how the hotels and venues are ensuring safety of attendees with corporate and/or local protocols?
- HOTEL AND VENUE SAFETY AND SANITATION PROTOCOLS**  
How are the hotels and venues ensuring safety of attendees with corporate and/or local protocols?
- NEW SPACING CAPACITIES**  
Has the DMO/CVB guided you to facilities that can accommodate your requirements with physical distancing and offer creative solutions if needed.
- OUTDOOR GROUP MEETING VENUES AND ACTIVITIES**  
What information does the DMO/CVB provide on local airport and train stations safety and sanitation protocols?
- WHAT BUSINESSES AND ATTRACTIONS ARE OPEN AND FOLLOW CDC GUIDELINES?**  
Has the DMO/CVB provided an up-to-date list and personal recommendations?
- GETTING AROUND**  
Is the destination walkable to venues and after-hour activities? Will you need to hire transportation?

## DMO/CVB Services-Meeting Design & Technology

- HYBRID MEETINGS RESOURCES**  
Does the DMO/CVB have local and national vendor relationships to make planning easier?
- VIRTUAL MEETING EXPERIENCES**  
Can the DMO/CVB supply ideas and local resources to engage virtual attendees?
- VIRTUAL EVENT PRODUCTION COMPANIES AND VENDOR RECOMMENDATIONS**  
What resources can the DMO/CVB provide to customize your meeting experience?
- VIRTUAL MEETINGS HOST PACKAGES**  
Does the DMO/CVB assist with turnkey virtual meeting host packages at local venues?
- MARKETING SUPPORT FOR VIRTUAL/HYBRID EVENTS**  
What type of tools can the destination provide to increase attendance?
- MEETING DESIGN DISCOUNTS**  
Are there any discounts or meeting design perks available at the destination?

## DMO/CVB New Services

- DESTINATION VIRTUAL SITE INSPECTIONS**  
Does the DMO/CVB have video or 3-D tools to realistically showcase the destination?
- 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?
- MARKETING TOOLS AND SUPPORT**  
What other tools are available to you to promote your meeting such as videos, image gallery, social media posts, etc.?
- CURRENT WEBSITE CONTENT**  
How current and comprehensive is the destination's website? Does it provide appropriate informational links for attendees?
- MEETING INCENTIVES AND DISCOUNTS**  
Does the DMO/CVB offer meeting perks and list seasonal hotel and venue promotions?
- 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?
- COMMUNICATION UPDATES**  
Will the DMO/CVB keep you informed throughout the process with eblasts, social media and direct communication?
- 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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