

# Meet Cambridge

## Event Planners' Toolkit

### PCO/DCO Checklist (page 1 of 3)

Some of the services commonly provided by professional conference organisers are listed below. Use our checklist to help you decide which services you might need. Having a clear idea of your requirements will help you when you start to contact PCOs/DCOs to obtain quotations.

Service	Required
<b>Budget and Finance:</b>	
Formulating a preliminary budget	<input type="checkbox"/>
Managing income & expenditure, bank reconciliation and production of final event account	<input type="checkbox"/>
Handling, and advising on, VAT issues	<input type="checkbox"/>
Delegate invoicing and receipt of registration fees	<input type="checkbox"/>
Sponsor and exhibitor invoicing and receipt of payments	<input type="checkbox"/>
Debt management	<input type="checkbox"/>
Negotiating prices and contracts	<input type="checkbox"/>
<b>Event Logistics and Liaison with Venues/Suppliers:</b>	
Overall coordination of event production	<input type="checkbox"/>
Attendance at organising committee and venue meetings	<input type="checkbox"/>
Audio visual and telecomms equipment hire and installation	<input type="checkbox"/>
Staging and set design/decor	<input type="checkbox"/>
Signage	<input type="checkbox"/>
Translation/simultaneous interpretation	<input type="checkbox"/>
Catering – assistance with menu selection/appointment of caterers	<input type="checkbox"/>
Social programmes and entertainment	<input type="checkbox"/>
Accompanying persons' tours and excursions	<input type="checkbox"/>
Pre- and post-event tours	<input type="checkbox"/>
Transport/shuttle bus service	<input type="checkbox"/>
Delegate “meet and greet” at airport/station	<input type="checkbox"/>

#### Meet Cambridge

12b King's Parade, Cambridge, CB21SJ

T: +44 (0) 1223 768740

E: enquiries@meet-cambridge.com

W: meet-cambridge.com



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### PCO/DCO Checklist (page 2 of 3)

Service	Required
<b>Exhibition and Sponsorship:</b>	
Identify and secure potential exhibitors	<input type="checkbox"/>
Manage and sell the trade exhibition or supervise a subcontractor	<input type="checkbox"/>
Develop and implement an exhibition marketing plan	<input type="checkbox"/>
Identify and secure potential sponsors	<input type="checkbox"/>
Draw up sponsorship packages for sale or contra deals	<input type="checkbox"/>
Manage sponsor requirements	<input type="checkbox"/>
<b>Marketing and PR:</b>	
Design of event brand and logo	<input type="checkbox"/>
Design and production of programmes, brochures and related materials	<input type="checkbox"/>
Devise communications strategy for pre-event marketing	<input type="checkbox"/>
PR and media coordination and liaison with press	<input type="checkbox"/>
Design and production of promotional accessories (bags, pens etc)	<input type="checkbox"/>
Website development and maintenance	<input type="checkbox"/>
<b>Scientific / Working Programme:</b>	
Event theme ideas	<input type="checkbox"/>
Speaker management and registration	<input type="checkbox"/>
Managing the call for papers	<input type="checkbox"/>
Processing of abstracts	<input type="checkbox"/>
Arranging poster sessions	<input type="checkbox"/>
Identifying and securing keynote speakers	<input type="checkbox"/>
Production of event proceedings	<input type="checkbox"/>
Meeting room management – staffing of meeting rooms	<input type="checkbox"/>

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Service	Required
<b>Delegate Registration:</b>	
Provision of secretariat prior to event	<input type="checkbox"/>
Event phone line	<input type="checkbox"/>
Event e-mail address	<input type="checkbox"/>
Receipt and acknowledgement of registrations and payments and general enquiries	<input type="checkbox"/>
Coordinating delegate travel	<input type="checkbox"/>
Provision of regular delegate reports prior to event	<input type="checkbox"/>
Preparation of delegate badges	<input type="checkbox"/>
Preparation and printing of delegate list	<input type="checkbox"/>
<b>General Administration:</b>	
On-site management during event	<input type="checkbox"/>
Recruitment and briefing of staff for attendance during the event	<input type="checkbox"/>
Delegate questionnaire/feedback and analysis	<input type="checkbox"/>
Post-event evaluation	<input type="checkbox"/>
Arrange insurance cover	<input type="checkbox"/>
Arrange security cover	<input type="checkbox"/>
<b>Other Requirements:</b>	
List anything we haven't covered here!	
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If you are planning an event talk please do contact us to tell us your ideas. We have a wealth of contacts and resources to help you save time and money!

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