

## Planning an internal meeting

Please note:

When you're planning a public meeting as opposed to an internal one, you need to take numerous additional aspects into account, such as participant acquisition, media relations, participation fees, sponsors etc.

### Step 3: Does everything fit together? Checking to ensure you've made the right decision.

- Coordinate the content and cost of the concept with your client/team. Do the concept and the elements you have researched match our framework of preconditions?
- Make a date for an on-site inspection of the possible event venue so that all the details can be thoroughly checked and confirmed.
- The most important partners must participate in the inspection of the venue.
- Date for the inspection/location check:
  - Parking opportunities
  - Special bus drop-off points
  - Facilities
  - Are there possible problems that couldn't be seen before (pillars in the hall, layout, newness of the equipment, cleanliness etc.)?
  - Safety (fire protection, escape routes etc.)
  - Barrier-free locations
  - What is available (equipment, technology, stage)? What must be rented in addition in order to meet the requirements?
  - Where can the various services be positioned (registration, cloakroom, sessions & presentations, catering etc.)?
  - Delivery area
  - Smoking area
  - Restrooms
- Discuss the details of the event with the location operator, technology companies, outfitters etc.

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Masthead:

Cologne Convention Bureau

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