



HOW DO MEETING, EVENT PLANNERS WORK WITH A CVB? – SALES

When planning an event, it's important to have a team dedicated to providing exceptional customer service throughout the entire process, from booking and planning to execution. Our sales team offers just that — and more!

Our sales team is deeply involved in the community and well-versed in the District's diverse range of options. No matter the size or type of event, our sales team is accommodating and available to help. Whether you're looking for a venue, hotel or convention center – or even a restaurant that can cater to a large party — our sales team will work with you to ensure your event goes off without a hitch!

STEP ONE: SUBMIT YOUR RFP

The first step in the planning process is to submit a request for proposal (RFP). An RFP includes details on your upcoming event to ensure the CVB sales team has all the necessary information to best accommodate your group. Such information would include dates, size of group, total number of needed sleeping and peak rooms, location preference, etc. Meeting planners can submit their RFP directly to our [website](#).

STEP TWO: SALES TEAM DETERMINES KEY NEEDS FOR YOUR GROUP BASED ON YOUR RFP

After receiving the RFP, the sales team determines the parameters for your meeting including what is essential to your group and the key needs of the property. Group size and requested dates might limit location options, but our team is dedicated to assist with recommending where the group should go based on their fundamental needs and desires. Determining factors often include proximity to the convention center, hotel space, pool and spa access and complimentary breakfast, to name a few. Price and budget are also critical factors for the sales team to consider when deciding where to send your group.

STEP THREE: REVIEW THE OPTIONS

The sales team will then distribute the data gathered to the hotel community, and the CVB will collect submitted hotel bids to place into a "bid book" to share with the meeting planner. A bid book is a digital guide with information on each location option and what they have to offer. Once the bid book is sent to the meeting planner, they can review their options and decide which space best meets their needs and desires. After deciding where to host your group, notify the CVB sales team, and they will immediately connect you with the appropriate contact to finalize details.

Visit atldistrict.com/meeting-planners/meet-the-cvb-team to meet the team that will make your next event a reality.