



BRYAN COLLEGE STATION

CONVENTION AND VISITORS BUREAU

CONVENTION CHECKLIST

The BCS Convention Sales and Servicing Team is here to help you select the best venue and create a perfect event! The following is a checklist to help you get started and stay on track while planning your conference.

1

Do a little research

- Collect past years' room pick up, F&B spend, and # of attendees
- Set preferred and alternative dates
- Get an idea for this year's # of attendees, hotel room block, and determine your space requirements
- Develop a preliminary agenda and budget
- Consider a conference committee to assist in designing the event

2

Contact the BCSCVB

- Send your RFP to the BCSCVB
 - Provide specifics on when you need a complete bid packet from the BCSCVB and when you plan to select the site for your event
 - Don't forget to include things like rate range for hotel rooms, F&B spend budget and any other requirements
- The BCSCVB will send you a bid packet including
 - Comprehensive Destination Information
 - Hotel and Venue Proposals
 - Floorplans of proposed meeting space
 - Catering menus
 - Extensive list of CVB services

3

Come see us!

- Schedule your site visit with the BCSCVB
- Come see all that Aggieland has to offer!
 - Tour prospective hotels and venues
 - Learn about attractions, tour ideas, restaurants & caterers
 - Meet the BCS Convention Sales and Servicing team

4

Take your time

- Review HOT Grant application and other incentive programs*
- Review bid packet and select best hotel/venue
- Notify the BCSCVB staff to initiate the booking process
- Execute agreement with hotel/venue

5

Spread the word

- File your HOT Grant Application*
- Update/Build your conference website - make sure to include registration information
- Spread the word to potential attendees by email, social media, ads, etc.
 - Remind attendees to book directly with the conference hotel to get the conference rates!

6

Get organized

- Order promotional items for conference
- Plan/organize agenda, registration, education and socials
- Respond to BCSCVB servicing letter - collaborate on registration process, VIP gifts, promotion, marketing and event coordination
- Review conference details with hotel/venue convention department
 - Review Banquet Event Order (BEO) with F&B Manager
 - Finalize Run of Show (ROS)

7

Start for next year!

- Track final attendance and room pick-up numbers
- Complete post-event surveys
- Contact the BCSCVB staff to rebook!**

*Eligibility Required