

THE PLANNER STANDARDS



PROFESSIONAL
PLANNER
STANDARDSTM

CONCEPTUAL

BASIC UNDERSTANDING

1.1 OBJECTIVES

Determine and/or record the reasons for the undertaking

1.2 TARGET AUDIENCE

Pinpoint and/or record the audience to which the objectives have been determined

1.3 PROGRAMME PLANNING AND DEVELOPMENT

Format or record the timing, presentation/s, presenters plus the session breaks taking account of Conceptual Planning 1 & 2

1.4 ENVIRONMENTAL AND SOCIAL RESPONSIBILITIES

Take cognisance of environmental & social issues by way of the necessary 'green' credentials of suppliers and services

1.5 METHODS OF ACHIEVING THE OBJECTIVES

Plan and/or schedule the marketing and promotion criteria together with drafting the most effective communications procedures

1.6 EVALUATION PROCESS

- Draft &/or record the manner in which the set objectives will be assessed
- Determine the success of the undertaking
- Assess the Return on Investment ROI / Return on Objectives ROO

1.7 SITE INSPECTIONS & CONFIRMATIONS

- Assess &/or record the venue/s in keeping with Conceptual Planning item 1.3.
- Select or record the selected venue in conjunction with the comprehensive venue selection checklist taking account - in particular - of the contractual agreements

1.8 RISK MANAGEMENT – PHYSICAL

Undertake Vulnerability Assessment Chart – per line item - to determine the risk factor and ensure the various liability aspects are accounted for

1.9 ROOM BLOCK MANAGEMENT

Use or monitor a room block management process

1.10 MISCELLANEOUS

Include extraneous items specific to the particular MICE undertaking as well as an Event Spec. Guide

LOGISTICAL

2.1 REGISTRATIONS

- Determine the Rules for Processing Registrations in accordance with the required end-results
- Draft and/or advise the Contents of the Registration Announcement/s

2.2 FOOD AND BEVERAGE

- Plan &/or guide catering in accordance with a variety of dietary considerations taking account of various programme times
- Ensure beverage requirements and controls are understood

2.3 EXHIBITIONS

Determine &/or be guided regarding the factors to be considered for undertaking an exhibition

2.4 SIGNAGE

Create signage that supports meeting attendees' successful navigation of an event's precinct/s

2.5 AV & PRODUCTION

Assist &/or draft a brief which will detail the most suitable message retention aspects to depict the MICE objectives to be met

2.6 PARTNER PROGRAMMES

Develop &/or draft a brief which will take cognisance of partner type as well as the management process in relation to the main programme format

2.7 SPECIAL EVENTS

Determine &/or assist with incorporating special event/s into a MICE programme

2.8 TRANSPORTATION STRATEGIES

Arrange &/or facilitate the preliminary requirements for the transportation to and from the selected programme areas

2.9 SHOWTIME & ON-SITE MANAGEMENT

Apply effective meeting communications and on-site management

2.10 MISCELLANEOUS

Include extraneous items specific to the particular MICE undertaking as well as an Event Spec. Guide

FINANCIAL: BUDGETTING

3.1 INCOME & EXPENSE BUDGET

- Create a realistic functional income & expense budget
- Increase income and/or reduce expenses in order to meet financial objectives
- Produce specific financial reports indicating periodic financial status of the MICE undertaking
- Manage funds prior to the MICE undertaking and on-site
- Ascertain the financial objective and required ROI for the MICE undertaking

ANALYTICAL: POST-MORTEM

4.1 DETERMINING THE OUTCOMES OF THE UNDERTAKING

In accordance with item 1.6. assess the out-comes of the data-collection process

4.2 COMPLETING THE DE-BRIEFINGS

- Draft and ensure a report to:
 - Management
 - Sub-contractors of Suppliers & Services and ascertain whether MICE objectives were met

4.3 WRAP-UP OF ITEMS 1, 2, 3 & 4

'Bagging' and/or electronic filing of appropriate MICE documents

TAKE NOTE

- Ensure commitment to a Service Level Agreement at each phase of undertaking