



# TOP 10 REASONS TO ENLIST A PLANNER FOR YOUR NEXT CONFERENCE

FROM MBD MARKETING & EVENTS

## 10. Venue familiarity.

*What hotel has the biggest ballroom in town? What space is most suitable to breakout rooms? Whether you're looking for a strong Wi-fi signal or a pretty garden for an afternoon walk, event planners will be able to match the specific needs of your conference to the right space.*

## 9. Can navigate the tools of the trade.

*Event planners are familiar with event registration software and will often have templates or checklists to make your conference experience smooth and seamless. Whether you want to incorporate an event app or live Tweet throughout the conference, they will know what tools are available to help you achieve your goals.*

## 8. Talent management.

*Event planners are master jugglers and are familiar with the egos and specific demands of keynote speakers, topic experts, entertainers, etc. They are accustomed to negotiating contracts and arranging travel so that your talent is refreshed and ready to perform for you.*

## 7. Behind-the-scenes execution.

*Just like the Wizard of Oz, event planners often work behind the scenes (and around the clock) to orchestrate events, giving you the freedom to host clients or actually participate in the conference.*

## 6. Customer service pros.

*Someone miss a registration deadline? Or is frustrated with the location of their vendor booth? Let your event planner diffuse the situation and brainstorm solutions or just serve as a buffer during sensitive situations.*

*continued*

## 5. Time keepers.

*From booking the venue to getting the final headcount to the caterer and knowing when to cut off early bird registration, an event planner is a skilled project manager that will ensure you hit all the necessary deadlines to execute your conference successfully.*

## 4. Pro networks.

*Decide that you want to add a professional videographer or some flashy lighting elements? Your event planner will know someone who can help with that. Many event planners even have in-house professionals that they can bring to the table to provide the expertise or talent you're looking for.*

## 3. Rule followers.

*Do you know if your community has an ordinance about hanging banners? Or what permits are required to close a street? Even if your event is at an indoor venue, there are room capacities, noise regulations and liquor laws to navigate. Your event planner will help ensure that your conference meets all legal and logistical requirements.*

## 2. Learn from the best.

*A seasoned event planner has seen it all and can incorporate best practices into your event. Harness the creativity of a professional to create a unique experience for your attendees and make sure that no element is overlooked.*

## 1. The power of negotiation.

*Event planners often have powerful relationships with vendors and are keen negotiators. They are familiar with the industry and will know if you're getting fair pricing. Would you know if you were getting a good deal?*

## Most importantly - you don't have to do it!

*Work smarter, not harder. An event planner is a critical tool for project management and delegation. If this is your first event, or you've planned dozens, enlisting an event planner give you another brain and skilled pair of hands to help execute an event to remember.*

