

The Busy Life of Today's Event Planner

Event planners are busy, hands-on multitaskers who juggle competing demands and often manage multiple events at once.

According to Cvent's 2019 Planner Sourcing Report, they're getting busier in all aspects of their workday, managing more events with more attendees, and handling larger budgets.

READ ON TO LEARN ABOUT WHO PLANNERS ARE, WHY THEY'RE BUSY, AND HOW HOTELIERS CAN HELP.

PLANNERS ARE...

YOUTHFUL



PROFESSIONALS



WHO ARE INCREASINGLY BUSY

WHY THEY'RE BUSY

EVENT PLANNERS CONSTANTLY MANAGE MULTIPLE PROJECTS AND JUGGLE COMPETING DEMANDS. A TYPICAL EVENT UNFOLDS WITH THE 10 EVENT PLANNING LIFECYCLE STAGES:

1. Determine and Oversee Event Program Strategy and Budget
2. Source Venues and Vendors
3. Execute and Manage Event Program/Content
4. Promote the Event (Event Marketing)
5. Manage Attendee Registration
6. Manage Travel & Housing
7. Create Mobile Applications
8. Oversee Onsite Experience & Manage Logistics
9. Gather & Analyze Feedback
10. Determine & Communicate Event Performance

MUCH OF THIS IS AN "INVISIBLE WORKLOAD" —

According to the Cvent microsite "The Invisible Workload of Event Planning", the endless list of tasks that would only draw attention if they didn't happen include:

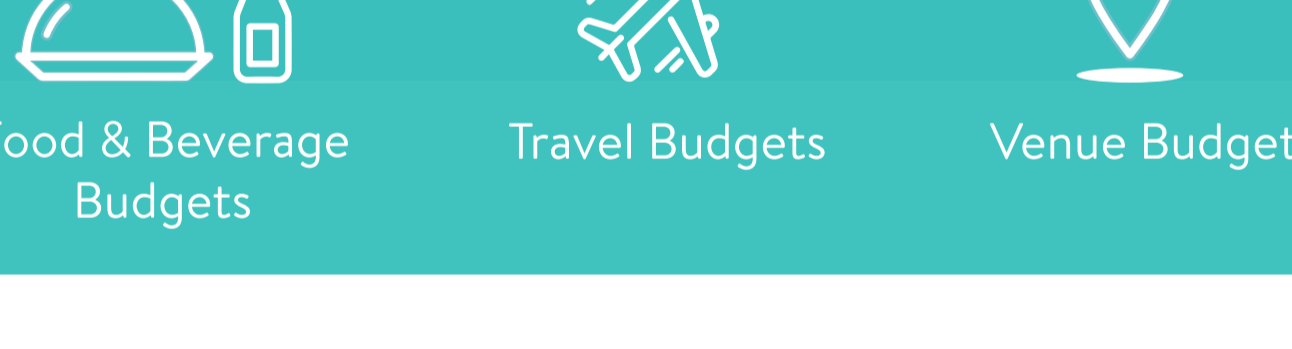
- LAST MINUTE CHANGES
- ROOM BLOCK MANAGEMENT
- ALPHABETIZING BADGES
- COLLECTING FEEDBACK

& WHY THEY'RE GETTING BUSIER

HOW MANY EVENTS THEY MANAGE:



INCREASING BUDGET & ATTENDANCE:



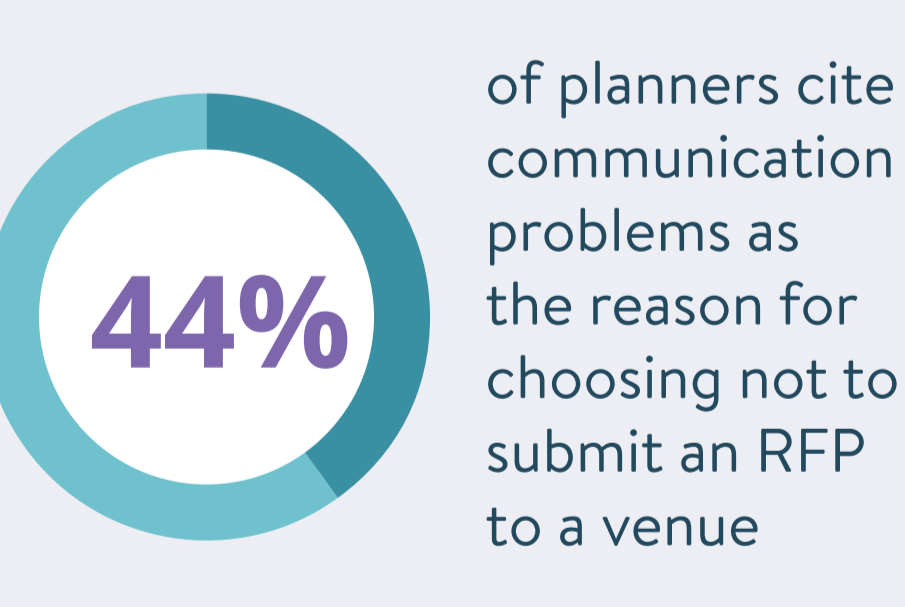
SEEKING ASSISTANCE:



HOW HOTELIERS CAN HELP

PLANNERS WANT HOTELIERS TO BE VISIBLE, RESPONSIVE, AND PRECISE DURING THE RFP PROCESS. TO HELP LIGHTEN THEIR BURDEN:

COMMUNICATE EFFECTIVELY & EFFICIENTLY

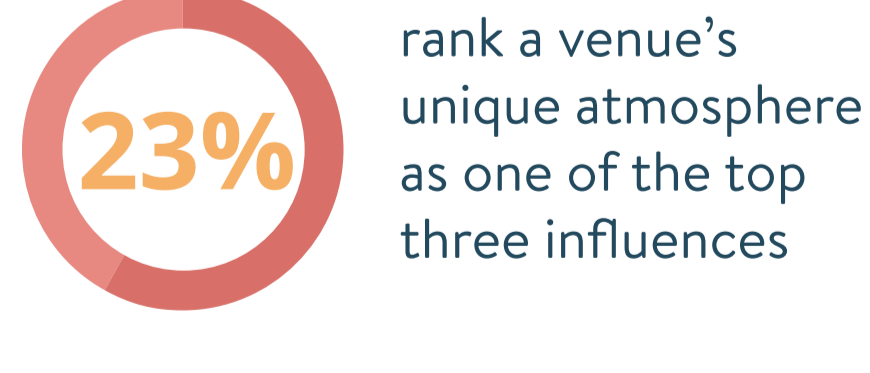
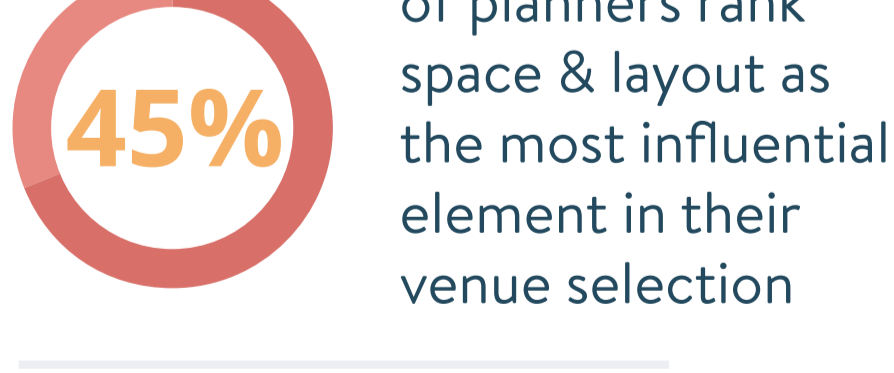


EMBRACE TECHNOLOGY TO MANAGE ROOM BLOCKS



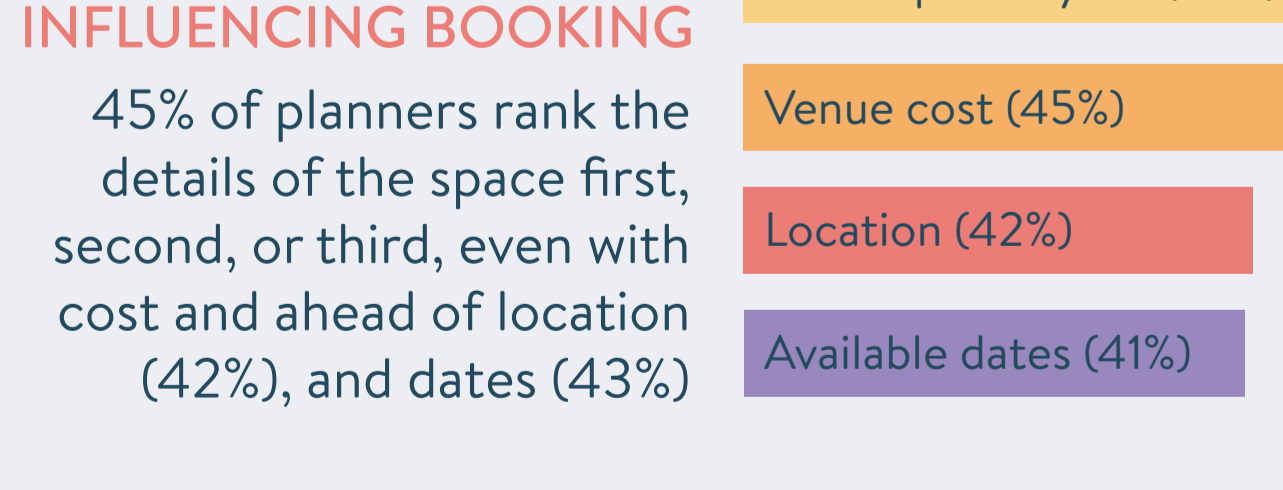
SATISFY PLANNER NEEDS FOR AN EXCEPTIONAL EXPERIENCE

VENUE SELECTION



BOOKING DECISIONS

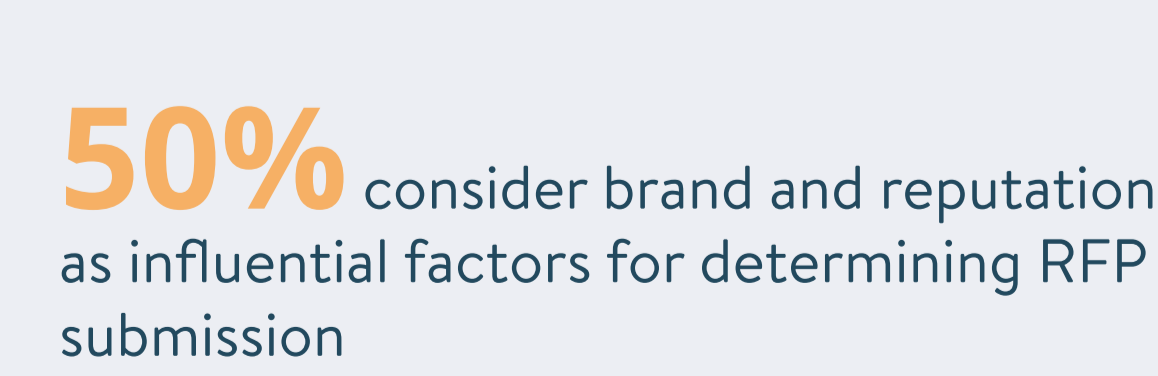
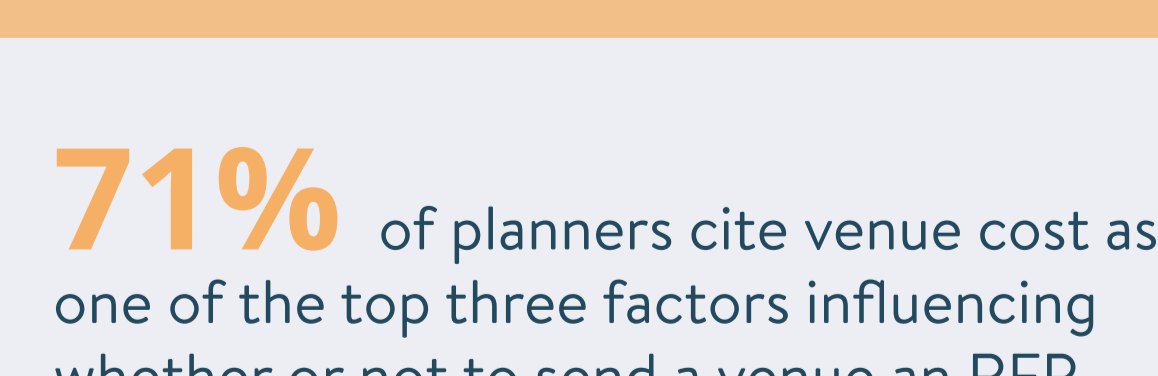
Planners expect hotels to provide more flexibility and greater transparency in space design and decision-making:



NEED FOR ASSISTANCE

37% OF PLANNERS OFTEN OR ALWAYS SEEK HELP FROM CVBS
Make it easier to offer assistance by establishing good relationships with your local CVBs.

KNOW THAT COST IS JUST ONE CONSIDERATION



BE PROFESSIONAL!



Planners have no time for venues that fail to meet their needs.

Hotels and venues that anticipate and meet a busy planner needs can expect to develop strong and lasting partnerships.

Sources

Cvent 2019 Global Planner Sourcing Report https://s3.amazonaws.com/external_clips/attachments/2653256/original/Global_Planner_Sourcing_Report_V7.pdf?1562026701
"A Typical Day in the Life of an Event Planner" <https://www.cvent.com/sites/default/files/files/2018-11/A%20Typical%20Day%20in%20the%20Life%20of%20an%20Event%20Planner.pdf>
<http://pages.cvent.com/invisible-workload/home-254SU-3728GV.html>

