































Below are some of the things one should keep in mind while selecting a venue for a conference or a convention.

- **Budget:** the foremost things which will decide how much an organizer is going to spend on the venue of the event.
- **Location:** the location in itself plays an important part for the selection of the venue. Whether the location is easily accessible or not impact the decision of the participants. For example, if it is an international convention, a location with access to international airlines connecting potential delegate generating areas throughout the world will be favourable since delegates arriving after several hours of international flight will not want to wait at an airport for a domestic's flight to continue the journey to the convention location.
- **Scale of the Convention:** Larger the scale of the event means larger the number of people attending the event, which ultimately decides on the capacity that the organizer is looking for in the venue.
- **Amenities:** when selecting a venue another factor which plays an important part are the amenities which the organizers are looking for the convention and the amenities which are available at the destination.
- **Layout:** how well made the infrastructure is, will the vision of the organizers be put through the layout towards the participants, so layout of the venue plays a deciding factor when choosing one venue over the other.
- **Legal Aspects:** It refers to how accessible the destination is in terms of its laws and regulations. If the regulations are less cumbersome it is easier for the management to opt for the destination.

These are some of the important factors which are considered in venue selection. There are many other factors too which may be considered while deciding on the venue and may vary from organizer to organizer.

#### 4.6.7 Hospitality

In the process of convention planning, hospitality is something which cannot be left behind. The planners need to assess the types of participants and attendees they are expecting for their convention and decide on the type of accommodation they want to offer. Some of the factors considered while deciding on the same are budget, duration and venue. The hospitality is not only about the lodging but also about the food and beverage industry and the transportation. So all these aspects need to be planned well in advance as the image of the organizers are somehow at stake here.

#### 4.6.8 Other Important Aspects

Other than the above mentioned points which should be taken while convention planning, there are many other aspect which include the actual implementation, communication and getting the feedback and so on. Communication is again one such step which begins from the pre convention stage and ends once the post –convention formalities are over.

#### Check Your Progress 3

- 1) What are the various types of sponsors available for convention?

---

---

---

---

- 2) Explain step by step the process of convention planning.

---

---

---

---

#### 4.7 LET US SUM UP

---



Convention or conference tourism is growing and destinations are developing themselves by building state of the art infrastructure and are using latest technologies to meet up with the international standards. India too as a country is trying to establish itself as a leader in the MICE Tourism market. Convention management involves various aspects which contribute to an event's success.

---

#### **4.8 KEYWORDS**

---

- **Convention Venue:** refers to the place where the convention is being held or organized.
- **Convention centre:** a place which is designed especially for the sole purpose of organizing events like conventions
- **PCO:** stands for Professional conference organizer. It is a company which specializes in organizing and managing a conference/convention.
- **RFP:** stands for 'Request for proposals'. The organizers of large convention need to file a RFP in order to get the services of a PCO. It should clearly state the services they are looking for in a PCO.
- **Convention Sponsors:** different companies/organisations committing monetary help or some other resources towards the conduct of the convention in exchange of certain benefits for their own good.

---

#### **4.9 CLUES TO 'CHECK YOUR PROGRESS' EXERCISES**

---

##### **Check Your Progress 1**

- 1) Read Section 4.1 and frame your answer
- 2) Refer Sub-sec 4.2.1

##### **Check Your Progress 2**

- 1) Refer Sub-Sec section 4.3.1
- 2) Refer Sub-Sec section 4.3.3

##### **Check Your Progress 3**

- 1) Refer Section 4.4

- 2) Refer Section 4.5
- 3) Refer to section 4.6



ignou  
THE PEOPLE'S  
UNIVERSITY