

10 Factors TO CONSIDER WHEN BOOKING

YOUR NEXT CONFERENCE

Brought to you by the meeting experts at



ENDICOTT HOUSE

CONFERENCES & SPECIAL EVENTS

#1: Location, Location, Location

It is important to assess your business's needs before you make any decisions about where you hold your conference. It is always best to choose a destination that is easily accessible. If you select a venue that is difficult or inconvenient for people to get to, participation and attendance will be low.

A convenient location means different things for different organizations and events. For meetings with primarily local attendees, a venue within a reasonable driving distance of their workplace may make sense. However, if many attendees will be traveling from out of town, hosting the event at a venue near an airport or other major transportation system will be helpful and boost your attendance.

Better still, if attendees are staying at a single location, hosting the event at that location will make it much easier and efficient for both the party hosting the event and those in attendance.



Aim for a location that is close to an airport or train station, so that people have easy access if they are traveling from out of town.

#2: Cost

Staying within budget for your conference can be difficult if you don't evaluate all of the factors that go into making a great event happen. You have to plan for the venue, of course - but what about the catering, entertainment, A/V set up, transportation costs, etc.? Create a list of all the services you will need at the BEGINNING of your planning process, and then allocate your budget appropriately. If you book an expensive venue first and then realize you can't afford the projection equipment you really need later, you'll be in a real bind. A few factors to keep in mind when planning your conference costs:

- venue
- food and beverages
- entertainment
- audio visual equipment rental
- promotional giveaways

One great way to reduce costs is to find a venue that offers meeting packages that include the space, food, and necessary equipment at a competitive price. Rather than booking with multiple vendors, getting all of your needs taken care of in one place can help you save significantly. Not only can this be more cost-efficient, but it can save you a headache while planning your conference, too. However, be sure to look out for hidden costs or cancellation fees. Do your research and make sure you know everything that will be included before you hand over your corporate credit card.



#3: Size & Capacity

Size is a key factor when choosing a conference center. The space you rent for your event should have enough space not only to accommodate the amount of people you will have at your conference, but to accommodate them comfortably. There should be a flow to the area that allows for social interaction and networking. If it has long, confusing hallways, it could take attendees' attention away from the main focus of the conference.

You want to find a venue large enough to fit all of your attendees comfortably, but not larger than necessary. First determine how many guests you are expecting to attend your conference, and then find a venue that can hold AT LEAST that number of people. You can find this out by inquiring about the space's room capacity. This tells you how many people can fit into the room based on fire and safety codes. Never expect to put more than this maximum number of people into that room - not only would your conference feel crowded and uncomfortable, but it would be a safety hazard as well.



Try to find a room that comfortably matches the size of your group.

#4: Facilities

Once you know your space is the proper size, make sure your chosen venue has all the modern amenities necessary for your conference.

Make sure you are aware of every service they provide and what minimums, if any, come with those services. If they provide food and beverages, find out what the food and beverage minimums (known as F&B minimums) are. If they have a minimum number of guests required, make sure your guest list meets those requirements.

Ideal facilities will have high quality furnishings, appropriate televisions and projection equipment (as needed), proper lighting, proper sound set-up (for noise-reduction and speaker amplification).



Additional team-building activities are a bonus at any venue.

Any grounds or nearby attractions where your attendees can enhance their experience with fun activities in their downtime are a great addition to your chosen venue.

#5: Event Staff

The staff who are working your conference can make a huge difference in how smoothly your event runs. If you find yourself faced with an unresponsive or ill-prepared staff, your conference could go completely off-schedule and make you look unprofessional.

To avoid this and to make sure you're working with an efficient and accommodating staff, you can ask for references and research how other groups have rated them.



Knowledgeable, helpful staff takes the burden off your event planner!

#6: Insurance

No one wants accidents to happen. However, especially when having large gatherings, it's helpful to expect the unexpected.

When deciding where to hold your conference, consider who will be responsible should anything happen during your event. Will it be the venue or is it up to you to handle whatever situation may come? There are a number of different conference insurance options depending on your specific needs.



It's always better to be safe than sorry!

#7: Parking

One important consideration to keep in mind along with the location your conference will be in is the primary form of transportation your guests will use to travel to you. Will they use public or private transportation?

If they will be driving, what will the parking situation be like - on site, valet, free, or for a fee? Conference attendees will appreciate knowing this information ahead of time, so they can more accurately plan their travel budgets.



#8: Prestige

When selecting your venue, keep in mind your corporate image. You want to choose a space that appeals to your target audience and suits your company's image as well.

The look of the event is determined by the architecture of the venue, the decor, the lighting, and even the seating and presentation. Look at photos of the venue or, if possible, visit it in person. Research reviews from people who have held events there in the past.

Choosing a venue that is most in line with your conference goals will add to attendees' overall experience.



A venue that works for some may not work for everyone.

#9: Type of Meeting or Conference

What kind of event are you hosting? A corporate event, employee retreat, training seminar, or something else? What kind of impression do you want to make?

If you are holding an executive meeting, it would be inappropriate to host the conference at a carnival-styled fun location. However, if you are hosting an employee retreat, you may want to have fun activities as an opportunity for your attendees to let loose and get to know each other in a more lighthearted environment.

Matching the tone of the conference to the atmosphere of your event will present a cohesive, polished look to your event attendees.



#10: Accommodation and Scheduling

Booking a venue well in advance is always ideal, but not always realistic. If you've waited until the last minute to book a conference center or meeting hall, finding an available location for your chosen date(s) becomes a top priority.

Other scheduling factors to make sure you're aware of include cancellation policies, refund policies, and rescheduling fees. Ask about this information before you hand over a deposit, so you're prepared if your plans change later.



About Endicott House

MIT Endicott House is located just 30 minutes away from Logan International Airport and can accommodate up to 50 guests for your convenience.

For those arriving to MIT Endicott House at either Logan or T.F. Green Airports, shuttle service is available. For shuttle transportation to and from MIT Endicott House, Logan Airport, T.F. Green Airport, or the MIT Campus, we request that you notify us at least 7 days in advance.

The staff at MIT Endicott House strives to satisfy each and every conference guest by providing delectable meals and setting up our meeting rooms for your conference, reception, dinner, or evening entertainment to your exact specifications.

The MIT Endicott House is happy to help transform our rooms into perfect venues for any evening entertainment you wish to provide for your guests.

If you are unable to visit us before your conference, we encourage you to take our virtual tour [here](#).





If you're ever hosting a conference, meeting or other corporate event in the Boston area, consider MIT's Endicott House. For a complimentary lunch and tour, please call us at 617-715-4900 or [click here](#).

Thanks for reading this guide!

Taking your time to research a venue for your next conference or event will ensure that your event is a successful one that will leave your guests satisfied and happy.

The MIT Endicott House estate is located in a secluded setting on 25 acres. We offer fine food, exceptional service, state-of-the-art meeting facilities, and all-inclusive package plans.

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