

Best Practise Guide

In order for the destination to achieve continued growth and stay ahead within this fiercely competitive market, it is essential that businesses work together to deliver a consistent level of service, reliability, innovation and best practise.

Providing delegates and conference organisers with a quality, expert and professional experience is key to securing business and in order to achieve this, we have outlined the following best practise guidelines which we would encourage our bureau partners to adopt and improve on:

- **Research** – understanding your customer will help you to be better prepared to meet their needs and deliver on their expectations, so it's important to do your homework. Find out about the sector they operate in, what they do and try to create a plan of what they might want out of their conference.
- **Site visits** – first impressions count and as conference organisers will often visit several venues prior to making their final decision, being organised and planning out the visit in advance will be beneficial. Consider the options available for breakout rooms, have details on all AV and technical equipment available, prepare sample menu options and information on pricing and date availability. If the organiser has advised that they would like the room set in a specific style, it is worthwhile having it set in this format for the site visit or if the room is booked have images to hand to demonstrate the venues ability to meet their expectations. Putting together a pack which the organiser can take away with them will also be helpful when they come to their decision making.
- **Flexibility** – strive to deliver all requests from the conference organiser and be willing to tweak or change things in accordance with their needs. Going the extra mile to deliver the best possible experience will give them the reassurance that everything is in hand and that as an organisation you are committed to meeting their expectations. However, if you are unable to provide something which they have requested, it's important to be honest. Over promising and under delivering can be damaging, so if you are unable to deliver certain elements which they require – tell them but advise that you can look into potential options of how this can be delivered, for example, by taking in an external supplier.
- **Quotes** – including costs for all elements of the conference will enable the organiser to manage their budgets properly and ascertain what is achievable and what is not. It's essential that the quote also includes any terms and conditions, along with details on the deposit to be paid and any cancellation fees. Being clear from the outset, will ensure that the conference organiser can take all of this into account when making the booking.
- **Communication** – incoming queries or requests from the conference organiser should be dealt with as quickly as possible and by the required deadline. Keeping the lines of communication open and responding promptly will enable the organiser to efficiently manage and progress all arrangements for the conference as well as instill confidence in the organisations ability to deliver.
- **Work together** – by linking up with other bureau partners in the area, you will be able to provide a more cohesive offering to the conference organiser. For example, if you are unable to provide full AV and technical support within the establishment,

linking up with a specialist provider will ensure that this is all taken care of. Social entertainment which gives a flavour of Scottish hospitality will give delegates a memorable experience, so partnering with a local distillery to include whisky tastings or a firm which provides outdoor activities will bring benefits for all.

- **Location** – where are the delegates attending the conference coming from, are they from international locations and if so, thinking about the needs of individuals from different religions or cultures will ensure you have all bases covered. Discussing any additional changes or requirements with the conference organiser in advance, will ensure that everyone leaves the conference feeling happy.
- **New developments** – are you refurbishing your venue or extending the range of services on offer – keep in touch with Dundee & Angus Convention Bureau and let us know about all of the changes you're making, as this allows us to promote your organisation to the business tourism market more effectively. Remember the bureau work with long lead business therefore you don't want to miss out on any opportunities.