

Department of Defense Protocol Workshop

Site Selection and Conference Management

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Site Selection/Conference Management

Agenda

Special Events

Conference Management

Special Event Site Selection - Pre-Event Planning

Scope of the Event

Budget

Location Preferences

Review History Files (AAR)



**Define Requirements and Commanders
Expectations**

Manage Expectations of Commander and Client

Special Event Site Selection - On-Site Requirements

Define Ceremony/Special Event Requirements

Staging/Lighting

Flags

Chairs

Invocation

National Anthem/Foreign Anthems

Audio Requirements and Podium

Photography

Color Guard

Band



- **Possible Locations: O'Clubs, Conference Rooms, Hotels, Conference Centers, Restaurants, Parade Fields, Museums, Federal Buildings, Hallways, Homes, Churches**
- **Determine Location Availably**
- **Book Locations ASAP**

Special Event Site Selection - Additional Requirements

Security Requirements
Transportation/Parking
Handicap Seating/Parking
Flags/Decorations
Audio Requirements and Podium

Restrooms
Videotaping
Narrator/MC



Sign Language
Volunteers
Interpreter
Holding Room for Entertainment/Color Guard
Admin/Control Room (depending on size of event)
Official Party Briefing/VIP Holding Room

Phones
Medical
Cel Phones/Radios



****Rehearsal with Awardees, Narrator, Entertainment**

Special Event Site Selection - Outdoor Events

**Inclement Weather Location
Rain Date or Alternate Location**

Tents/Lighting

Seating

Request for No-Fly

Restroom Facilities

Water

Medical

Parking/Transportation

Security

Official Party Briefing Area/Holding Room

Entertainment Holding Area



****Rehearsal for both inside and outside**

Conference Management - Pre-Event Planning

Scope of the Conference

Review your History Files (AAR's)

Budget

Location Preferences

Commanders Preferences



Room Set-Ups/Space Requirements

Classified Briefings

How Many Attendees/Number of Sleeping Rooms

Length of Conference/Agenda

Set-up/Tear Down Dates

Additional Staffing

Conference Management - Budget

Costs to Consider

Room Rentals

Billeting Costs

Printing

Audiovisual

Podium with Sound

Briefing Books for Attendees

Supplies (Nametags/Pads/Pencils/Pens/Handouts/CDs)

Equipment Rental

Meals/Breaks

Speaker Fees

Welcome Folders



Additional Costs

Parking

Power

Overtime Costs (Photographers, Contractors)

Security

Transportation

Conference Management - Administrative Room

Command Center

Copier

Fax

Printers (color and B&W)

Computers for Presenters

Technicians (computer/phones)

Transportation Coordinator

Protocol Representative

Audio Visual Tech/Representatives

Billeting Representative

Security Representative

Classified Message/Storage Arrangements



Conference Management

Additional Administrative Requirements

VIP Room

Desk **Printer**
Computer **STU Lines**
Meeting Area

Attendee Room

Desk **Printer**
Computer **e-mail Access**
STU Lines **Phone Books**
Phone (Long distance/DSN)

Aides Room

Desk **Printer**
STU Lines **Phone Books**
E-mail Access
Phone (Long distance/DSN)

Break Out Rooms

Butcher Paper
Pads/Pens
AV
Laptops

Conference Management - Pre-Site Visit

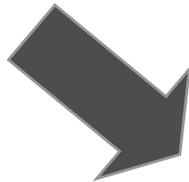


Things to Check

- ✓ Condition of Sleeping Rooms
- ✓ What is Included in Rooms? Breakfast?
- ✓ Will Meeting Space Meet Requirements?
- ✓ Condition of Lobby/Meeting Rooms
- ✓ Who is in the Room Next to You?
- ✓ Convenient for Attendees to Get from Airports
- ✓ Security Concerns
- ✓ Parking
- ✓ Health Clubs/Running Trails (Vests)
- ✓ Close to Other Things for Personal Time
- ✓ Hotel Staff Helpful and Friendly
- ✓ Unions
- ✓ License/Permits
- ✓ Service Hallways and Kitchen

Conference Management - Hotels

Everything is Negotiable



ASK

Attrition Clause for Room Blocks

Rental for Meeting Space with Room Blocks

Upgrades (comp rooms, upgrades, discounts)

Parking

Minimums on Numbers of Meals



Conference Management - Invites/Registration

**DOD Message, Fax, E-mail,
Website (Protected)**

Management of RSVPs

Management of Room Block/Billeting

Protect Information



Conference Management - Execution

Welcome Desk

- ✓ **Welcome Packets**
- ✓ **Nametags**
- ✓ **Collecting Payments**

Manning the Admin Room

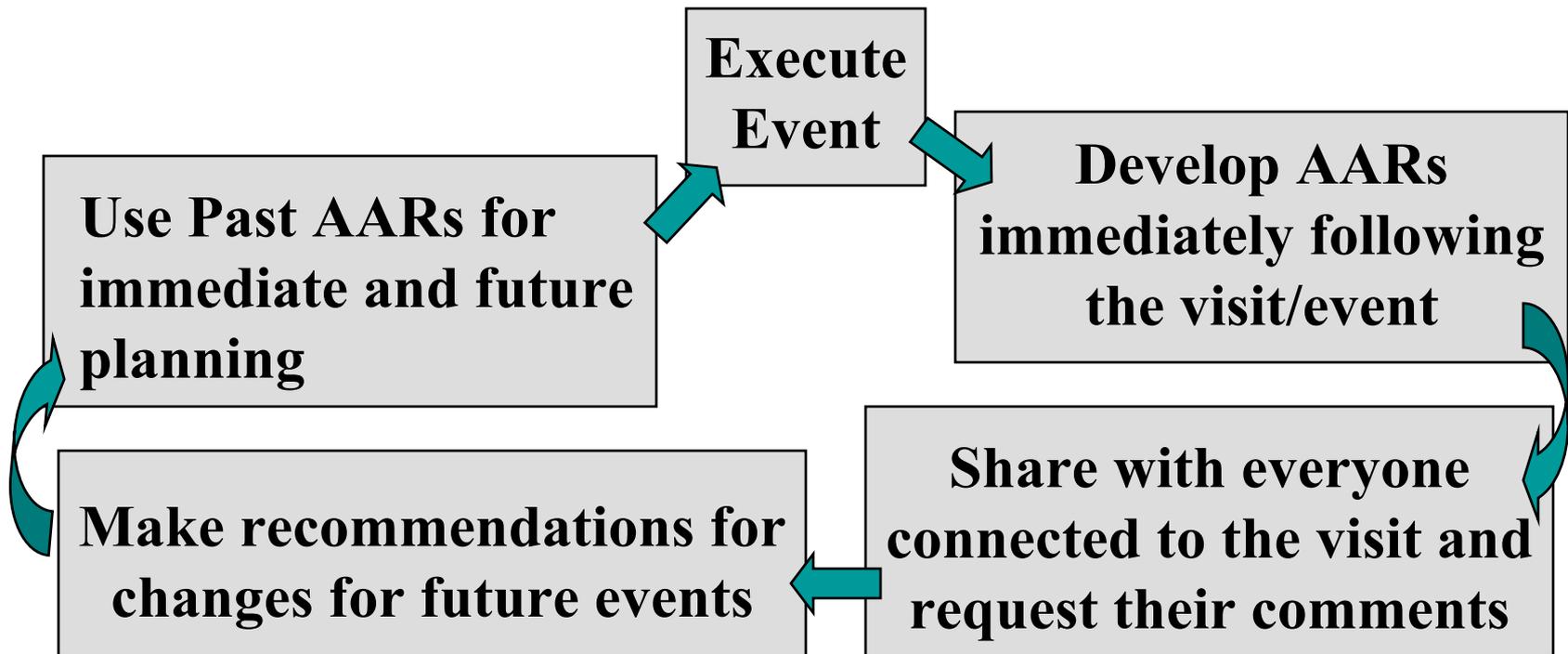
Mail Conference Materials for Out of Town Guests

Conference Surveys

Conference Management

After Action Review

**Essential for historical records
and improving future events**



Conference Management

Keys to Success

Checklists

**Pre-Event Meeting with all Participants
(Rock Drill)**

Protocol Advance for Each Movement

Remain Calm

