

Sportsworld best practice hospitality guide

SAMPLE

We have developed a 12-step process to assist corporate hosts in planning their event activities and achieving the best return on their hospitality investment.

Step		Who	When (ideally)
1.	<div style="background-color: #444; color: white; padding: 10px; text-align: center;">Define hospitality objectives & budget</div> <ul style="list-style-type: none"> • Have hospitality objectives been defined and communicated? Are they tied to broader business/sales & marketing goals? • Has a hospitality budget been set and allocated? • Who has the authority to buy hospitality and create events? • What is the sign-off process? 	<ul style="list-style-type: none"> • Marketing Director, senior executive team 	<ul style="list-style-type: none"> • At end of previous financial year
2.	<div style="background-color: #888; color: white; padding: 10px; text-align: center;">Profile guests to be invited</div> <ul style="list-style-type: none"> • Does the company have a CRM system that is accessible by all customer-facing staff? • Are the personal details, event preferences and leisure interests captured for key guests? • Is there a pre-set list of potential guests who might receive invitations, segmented by office, industry sector, etc? 	<ul style="list-style-type: none"> • Combination of 'central' marketing/ senior execs and 'regional' hospitality buyers 	<ul style="list-style-type: none"> • At start of current financial year
3.	<div style="background-color: #eee; padding: 10px; text-align: center;">Plan desired events</div> <ul style="list-style-type: none"> • Is the business aware of the range of event experiences available nationwide (or internationally) throughout the year? • Have these been plotted against any key company milestones (e.g. anniversaries, project completions) or industry events (e.g. conferences)? • Are there particular events whose profile and/or 'values' fit well with the company brand? • What process, if any, is there for matching guest preferences with event opportunities? • What consideration is given to creating, sponsoring or hosting a high profile annual event that the business might become 'famous' for? 	<ul style="list-style-type: none"> • Combination of 'central' marketing/ senior execs and 'regional' hospitality buyers 	<ul style="list-style-type: none"> • At start of current financial year