

Conference venue selection checklist

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Work through this on every brief, in this order. Print it and take it to your site inspections.

Your brief

- ☐ Confirmed dates, or a date range, and how flexible you are
- ☐ Delegate or guest numbers, even a range
- ☐ City or region, or open to suggestions
- ☐ Budget, per delegate or total
- ☐ Event format: conference, function, launch, retreat

Capacity and layout

- ☐ Real capacity in your setup, not just theatre-style
- ☐ Plenary, breakout and exhibition space as needed
- ☐ Natural light and ceiling height for the main room
- ☐ Catering and registration flow that works

Location and access

- ☐ Proximity to airports and public transport
- ☐ Accommodation within easy reach
- ☐ Parking and transfer options for delegates

Cost and contract

- ☐ What the day-delegate rate or room hire includes
- ☐ Minimum spend, service charges and loadings
- ☐ Deposit schedule, cancellation and attrition terms
- ☐ What else is booked in the building on your dates

Catering, AV and connectivity

- ☐ Menu flexibility and dietary handling
- ☐ In-house AV scope and rates, or bring your own
- ☐ Wi-Fi bandwidth for your numbers and any streaming

Accommodation and accessibility

- ☐ Room block availability and group rates
- ☐ Step-free access, hearing assistance and accessible amenities
- ☐ One clear on-the-day contact at the venue