

# Site Selection and Bid Evaluation

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# Goal of the Session

Association executives will discuss a range of issues related to site selection and bid evaluation, including

- the systems and criteria used
- how they manage the processes
- what they look for in bid books and RFP's
- alternative decision-making models
- balancing risk and reward
- the respective roles of local hosts and head office and
- how best to get accurate information from suppliers/  
destinations including the relevance and usefulness of  
websites.



# Destination Selection

- Trends in International Associations
- Trends in Destination Selection
- Round-table Discussions Topics



# Trends in International Associations

- Meetings “only” part of **the overall strategy** of an organization
- Change from volunteer to **professional management**
- Importance of greater **central involvement/control**
- Need for “**progressive development**” of any organizational activity
- Long term **accountability** to stakeholders (including pharmaceutical industry)
- **Technological** advancements



- Meetings **decreasingly** the single most important activity of an organization - diversification of activities
- Limited or even **decreasing funding resources**
- **Return on Investment** for sponsors
- **Varying objectives** depending on destination
- Emergence of international “**Core PCOs**” and “**AMCs**”
- Importance of a **greater international “presence”**



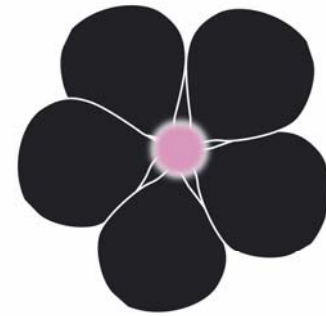
# Trends in Destination Selection

- Selection increasingly based on **overall strategic goals** of associations / **mission cycles**
- **Association/meetings professionals** have more (pre-decision making influence)
- **Pre-selection** of regions and possibly countries
- Open and **formal RFP** for candidate destinations
- Need for **transparency** when making selections
- **“Third Party” consideration** as part of the selection
- Increasing preference to work with **professional convention bureaus**
- **City branding and professional reputation** of increasing importance

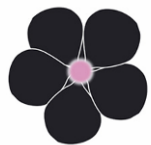


## Round-table discussions

- What needs to be known about associations before pursuing them?
- What types of contacts/relationships with associations are most successful?
- What known and little known aspects play into associations' decision making models?
- What kind and form of "information/education" is most appreciated by / useful for associations?
- What collaborations with local hosts are most likely to be successful?
- How to balance volunteer leaders/professional staff interests?



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