



# **Preliminary Report of the APEX Site Profile Panel**

**Submitted for Commission Approval - September 2007**

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## INTRODUCTION & GENERAL PURPOSE OF THIS REPORT

This report outlines the work to date of the APEX Site Profile Panel and describes the process by which members of the meetings, conventions and exhibitions industry can provide input on the panel's recommendations for accepted practices in the area of Site Profiles.

APEX is an industry-wide initiative that is bringing together all stakeholders in the development and implementation of industry-wide accepted practices which create and enhance efficiencies throughout the meetings, conventions and exhibitions industry.

Seven working panels of volunteers, each addressing key areas, are working to develop recommended accepted practices. Each panel has a formal charge, which serves as a guide to direct its work:

- **Terminology Panel:** The purpose of the APEX Terminology Panel is to develop accepted terminology that encompasses all aspects of the meetings industry. This panel's work is complete and can be accessed at [glossary.conventionindustry.org](http://glossary.conventionindustry.org).
- **History/Post Event Reports Panel:** The purpose of the APEX History/Post Event Reports Panel is to develop recommended industry accepted practices for collecting, storing and retrieving accurate and thorough history/post event report data on meetings, conventions, and events. This panel's work is complete and can be accessed at [www.conventionindustry.org](http://www.conventionindustry.org).
- **Requests for Proposals (RFPs) Panel:** The purpose of the APEX RFPs Panel is to develop recommended industry accepted practices for consistent and thorough Requests for Proposals (RFPs) that address core information and unique needs.
- **Resumes & Work Orders Panel:** The purpose of the APEX Resumes & Work Orders Panel is to develop recommended industry accepted practices for preparing and sharing complete resume and work order instructions/details for meetings, conventions, and other events.
- **Meeting & Site Profiles Panel:** The purpose of the APEX Meeting & Site Profiles Panel is to develop recommended industry accepted practices for consistent and thorough profile formats for sites, as well as meetings, conventions, and other events, that include both core and unique information. After a great deal of research and discussion it was decided that the "APEX Meeting Profile" portion of the document is better suited to be contained within the Request for Proposals (RFP's) Panel rather than as a stand alone panel.
- **Housing & Registration Panel:** The primary purpose of the APEX Housing & Registration Panel is to develop recommended industry accepted practices for collecting, reporting, and retrieving complete housing and registration data for meetings, conventions, and other events. A secondary purpose is to recommend industry accepted practices around housing issues such as housing providers, internet issues, international housing, and disclosure.
- **Contracts Panel:** The original purpose of the APEX Contracts Panel was to review all aspects of industry contracts and develop contract guidelines and, where appropriate, acceptable contract language guidelines. Additionally, the panel was to develop an outline to format industry contracts. The panel determined that for legal and practical reasons "acceptable contract language" should not be created.

## **MEETING & SITE PROFILES PANEL CHARGE**

The purpose of the APEX Meeting & Site Profiles Panel is to develop recommended industry accepted practices for consistent and thorough profile formats for sites, as well as meetings, conventions, and other events, that include both core and unique information. After a great deal of research and discussion it was decided that the "APEX Meeting Profile" portion of the document is better suited to be contained within the Request for Proposals (RFP's) Panel rather than as a stand alone panel.

# MEETING & SITE PROFILES PANEL MEMBERS

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*\* indicates panel co-chairs*

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## BACKGROUND & GENERAL APPROACH

Partnerships between event organizers and vendors, such as convention centers, conference centers, hotels, and service providers, are crucial to the success of any event. To ensure the best possible partnerships, location, venue and vendor selection process must be undertaken with great care. Two APEX panels are working to develop tools that facilitate the vendor selection process. First, the APEX Requests for Proposals (RFPs) Panel has developed recommendations for developing RFPs and proposals that will improve time invested, simplify the process and ensure greater success in forming these important partnerships. Second, and the focus of this report, the APEX Meeting & Site Profiles Panel has worked to thoroughly outline best practices for Site Profiles, which will assist event organizers in identifying those vendors that are best suited for an event prior to releasing an RFP for that event. The “meeting” portion of the APEX Meeting & Site Profile will be integrated more thoroughly into the APEX Requests for Proposals (RFPs) Panel Report in late 2007. The APEX best practices guidelines will contribute to the development of partnerships early in the planning process leading to efficiencies and successful collaboration.

An event’s location sets the tone by providing an atmosphere that complements the event’s goals and objectives. Selecting the right site means identifying a location and venue that can accommodate the event’s agenda, the needs and interests of attendees, identified event goals, known budget requirements, historical data and complete event specifications. The APEX Site Profile Panel developed thorough site profiles for five primary location and facility types:

- Hotels
- Resorts
- Convention Centers
- Conference Centers
- Cities

For each location and facility types there are two documents: the Executive Summary and a Full Profile. The Executive Summary serves as a quick snapshot of key characteristics of the location or facility and the Full Profile goes into greater depth about the location or facility.

## RECOMMENDED ACCEPTED PRACTICES

1. That the *APEX Site Profile* be used to describe sites of all types that are suitable for and/or are regularly used for events of any type.
2. That the industry adopt the *APEX Site Profile* as its accepted format for the conveyance of information regarding the attributes of a site or facility.
3. That an event organizer should identify and prepare an event’s specifications before opening discussions with prospective vendors.
4. That an event’s goals and objectives guide the site selection process, ensuring that it is based on the needs and interests of attendees, identified event goals, known budget requirements, historical data and complete event specifications.
5. That sites and facilities review and update their respective site profiles on a regular basis, and minimally 2 times each calendar year.
6. That complete site profiles be made public to the greatest extent possible, and be prominently posted on facilities’ and destinations’ web sites. While all content may currently be present on a facility or locations website it is recommended that at minimum the Executive Summary be completed and located on one page of the website to allow for easier comparisons by those in the industry.

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7. That the APEX minimum practice is to include the Executive Summary for their venue or location for event organizers to use. Venues and locations may wish to also publish and/or make available to event organizers the more in-depth full profile to greater assist event organizers and further highlight characteristics of their venue or location.
8. That the *APEX Site Profile* be regularly updated based on suggestions from industry members.
9. That members of the meetings, conventions and exhibitions industry are permitted to copy and/or reproduce the *APEX Site Profile* field listing, as permitted by applicable copyright law, provided such use of this information is for member services and educational purposes and not for commercial advantage or financial gain of any sort. All copies and/or reproductions of the *APEX Site Profile* field listing must include the following notations: (1) the copyright notice of "Copyright © 2004, 2006 by Convention Industry Council"; (2) the date the information was copied or reproduced; and (3) a reference line that reads: "Refer to the on-line version of this resource, located at [www.conventionindustry.org](http://www.conventionindustry.org), for the most up-to-date information." Any other reproduction, duplication, copying, sale, resale or exploitation of the *APEX Site Profile* field listing, or any portion thereof, for any other purpose, without the express written consent of the Convention Industry Council, is expressly prohibited.