



## Corporate Diversions event management

### What is and Why use a DMC?

A Destination Management Company (DMC) can leverage its relationships and purchasing power to provide the highest quality of service in a cost-effective manner. A DMC represents the client's goals and objectives to the vendors in the region where clients hold their meetings. Clients benefit from the knowledge of local products, service quality and reliability. A DMC negotiates on their client's behalf, always keeping the clients best interest and budget in mind.

### The Benefits of Using a DMC

- Analyze and evaluate appropriate venues/activities suited to match the demographics and size of the group; research and secure venues/activities that support group needs & desires; evaluate "return on investment" (ROI) when appropriate and applicable.
- Weave corporate messages/themes into program elements; create opportunities to showcase corporate messages/themes into events/activities; evaluate and implement corporate branding opportunities into venues/activities/signage.
- Select and customize menu options.
- Co-brand logos/colors/behaviors into printed materials, signage and décor elements; create opportunities to showcase corporate message and culture; support corporate business challenges and opportunities.
- Implement activities consistent with meeting goals (i.e. teambuilding, ice breaking, social opportunities, relaxing and reward opportunities)
- Evaluate and select entertainment options appropriate for group and client objectives; manage entertainment contracts and rider requirements.



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- Showcase unique elements of meeting destination; create exclusive opportunities unavailable to general public and unknown by client.
- Protect client confidentialities; investigate possible corporate conflicts; competitor meetings and security levels.

### LOGISTICS MANAGEMENT

- Plan and manage logistical elements of all group movements including safety concerns, timing requirements, service level, and financial consideration.
- Create, communicate and manage timelines for all events/activities and the successful execution of program elements.
- Plan, manage, and execute group arrival and departure manifests for maximum service levels and financial considerations; proactively manage arrival/departure changes, cancellations, and additions by adding/canceling transportation and staff resources.
- Create routings for all transportation moves to ensure efficient and accurate directions; investigate potential street closings, construction sites, conflicting event permits or weather considerations.

### SERVICE LEVEL

- Ensure all elements of program meet desirable customer service levels; anticipate elements of events to ensure comfort and safety of all guests.
- Manage the service level of all suppliers utilized for program requirements; effectively communicate to all vendors the timing and delivery of contracted services; ensure vendors are knowledgeable and trained on the delivery of services required.
- Select and manage staff to support the delivery of all services
- Plan and manage load-in and load-out of all program elements including production, rentals, floral, decor and entertainment needs.
- Provide accurate feedback to clients on program choices.



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## SUPPLIER MANAGEMENT

- Conduct due diligence on all vendor options to ensure appropriate business licensing, necessary insurance requirements, safety training, dress code and training procedures of personnel.
- Negotiate costs and components of vendors services; manage the timing and delivery of all services.
- Manage financial requirements of vendor to ensure delivery of products/services including advanced deposits and final payment of invoices.
- Audit all vendor invoices to ensure accuracy and completeness.