



MEETING CONSULTANTS

project

## COMPARATIVE ANALYSIS OF INTERNATIONAL CONFERENCE CENTRES' RATES

Market research and commercial recommendations

contents

### 1. Setting objectives

### 2. Planning activities

- 2.1 Defining the structural characteristics of the conference centre on which to conduct the benchmarking activity
- 2.2 Defining the scope of the analysis: identifying competitors
- 2.3 Defining the contents of the analysis: sample event
- 2.4 Scope of the analysis: venues surveyed

### 3. Analysing the results

- 3.1 Comparing the rates of the conference centres analysed in relation to a sample event
- 3.2 Conference centre time bands used
- 3.3 Comparing rates for conference rooms by size
- 3.4 Comparing rates relating to catering services, exhibitions or other use
- 3.5 Additional spaces
- 3.6 Support to accommodation facilities
- 3.7 Client response times and methods
- 3.8 Concluding remarks