

Preparing a Post-Con Report

By Lise Fitzpatrick, CMP

You've gone through the time-consuming process of reviewing the final bill for your most recent meeting. Now it's time to move on to planning next year's event, right? Not exactly. Before closing out the file on this year's conference you should prepare a post-convention (post-con) report — a detailed summary of every facet of the meeting — from total attendance to room pickup to food and beverage functions and more.

Yes, it will take some time to prepare such an in-depth document, but the rewards are well worth the effort. For starters, a comprehensive post-con report is an invaluable reference tool for planning next year's conference. Imagine being able to quickly locate any tidbit of information about the meeting in a five-page document instead of sifting through two accordion files stuffed with manila folders. The post-con report can also be a powerful negotiating tool since it contains accurate figures from the conference, including an accounting of every dollar of food and beverage revenue generated for the hotel.

In addition to actualized numbers, the post-con report should contain specific suggestions on improving specific aspects of the event the next time around. Should you order more soda and bottled water for coffee breaks? Do you need to hire additional staff to distribute handouts at breakout sessions? Should you increase the guarantee for the final-night banquet? Do you need a bigger room for the general session? To speed up the writing of this section of the

report, take exhaustive notes throughout the meeting. You can jot down your thoughts on a copy of the agenda, on a blank copy of a post-con report, or in a notebook dedicated to that particular meeting. Be sure to take detailed notes on marketing information, hotel/facilities, group block, food and beverage, suppliers, and sessions.

To help get you started, we have prepared the following post-con report template. Keep in mind that it is only a model. Your document must be adapted to the unique requirements of your conference. You may not offer tours, for example, but you may need to track the number of attendees in each concurrent session. Or you may include a line for cash sales or gift deliveries to guest rooms. Simply add and subtract items from the template until it meets your individual needs.

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Collecting the Data

In order to write a thorough, accurate post-convention report, you'll need to collect specific pieces of information from the hotel. The majority of this information may not appear in the final bill, so you'll have to solicit the hotel in a separate memo. Here are a few examples of questions to ask:

- How much revenue did our group generate in your food and beverage outlets?
- What specific meal periods were hit hardest by our attendees?
- Did our group use room service and how would you rate the amount of business — heavy, medium, or light? Please list by day.
- How much hospitality revenue was generated in room service by "in-conjunction-with" events (programs sponsored by attendees, usually exhibitors)?
- How much revenue was generated by "in-conjunction-with" events? Please break down food and beverage.
- How much revenue was generated by gift deliveries?
- Were there many special room requests made by our group? If any, what type?
- What were the heaviest check-in and check-out times for our group?
- What was the single/double ratio?
- What was the percentage of no-shows?
- What other information do you feel would be helpful to provide to next year's facility?

POST CONVENTION REPORT

EVENT INFORMATION	
Name of Event	
Event Location	
Event Dates	

ADVANCE INFORMATION		
	CURRENT YEAR	LAST YEAR
Pre-Registered		
On-Site		
Exhibit Booths		
Exhibit Reps		
Spouses/Guests		
Speakers/Comps		
International Guests		
TOTAL Attendance		
TOTAL Membership		

HOUSING RESERVATION PROCESS	
Housing Reservation Method	
Published Cut-Off Date	
Actual Cut-Off Date	
Rate Honored After Cut-Off Date	

MARKETING INFORMATION		
	MAILING DATE	WEEKS FROM EVENT
Exhibitor Mailer		
Registration Brochure		
Registration Deadline		
Other Marketing		

GROUP PROFILE/DEMOGRAPHICS					
% Male					
% Female					
United States					
International					
	East	West	North	South	Central
United States by Region					

HOTEL FACILITY INFORMATION	
Headquarters Hotel	
-Sales Contact	
-Convention Services Contact	
-Catering Contact	
Overflow Hotel(s)	

HEADQUARTERS HOTEL GROUP BLOCK STATISTICS											
Day	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	TOTAL
Date											
Block											
Final											
% Peak											

- % Wash from Cut-Off Date % _____
- No-Shows % _____
- % Cancellations % _____
- Single Room Rate \$ _____
- % Single Rooms % _____
- Double Room Rate \$ _____
- % Double Rooms % _____
- Triple/Quad Rate \$ _____
- Suite Rate Range \$ _____
- Rooms Found Miscoded # _____
- Miscoded Rooms Recovered # _____
- Total Value of Room Nights \$ _____
- Average Daily Room Rate \$ _____
- Complimentary Room Ratio # _____

OVERFLOW HOTEL GROUP BLOCK STATISTICS							
Day	Mon	Tue	Wed	Thu	Fri	Sat	TOTAL
Date							
Block							
Final							
% Peak							

FINAL GROUP ACTUALS AND THREE-YEAR HISTORY												
Day	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tues	TOTAL
2000 Total												
1999 Total												
1998 Total												
1997 Total												

% OF PICK-UPS FROM 12 WEEKS OUT													
Week	12	11	10	9	8	7	6	5	4	3	2	1	FINAL
%													

FOOD AND BEVERAGE SUMMARY						
Date	Function	Guarantee	Over Set	Actual Served	Total Food	Total Beverage

Gratuity/Tax _____%/_____%

TOUR INFORMATION				Total Tour Program Revenue
Tour Name	Date Of Tour	# Registered	Actual # Attended	
				2000 _____
				1999 _____
				1998 _____
				1997 _____

SUPPLIER INFORMATION			
Supplier Type	Supplier Name	Final Billing	Concessions
Audio-Visual			
Decorator-Group			
Decorator-Vendor			
DMC/Tours			
Off-Site Events			
Entertainment			
Reg Assistance			
Security			
Other			