



Conference Planning 101: The First Thing I Learned on the Job!

by Keven Dockter

A year ago in April, I was appointed to the position of Incoming Conference Coordinator. Margie Hobbs, the Conference Coordinator, promptly began copying me on hundreds of emails trying to bring me up to speed as quickly as possible. As I worked to understand the entire conference planning process, I tried to continuously think back to the AMATYC conferences I had attended and attach some of the rationale I was learning to what I had been told!

One of the items I remembered hearing often was the advantage one gained by staying in the conference hotel. I was not surprised to learn that not only does the individual attendee benefit by staying on site, but so does AMATYC! When you stay in the AMATYC room block set up with the conference hotel, you are right in the middle of the action! We all know that much learning at a conference happens between sessions and in the evenings when you are visiting with colleagues from across the country. In Las Vegas, when you book your room through the AMATYC website or directly with the Riviera and identify yourself as an AMATYC member, you will be staying in the newly remodeled Monaco Tower. This tower, which has been blocked for AMATYC members, features the Riviera's signature rooms. These new, non-smoking rooms have the latest décor in the hotel industry and are quite nice! It is a great deal at \$99 a night for a single or double.

So what does the organization gain when you stay at the conference hotel? First, we know that you will be close by and will be able to get to the sessions you want to attend. You will also be more likely to attend the food functions at the conference. AMATYC makes several guarantees to the hotel which help to keep our costs as low as possible. One is a certain number of people who will attend each meal. We will pay for a fixed number of people no matter how many come to the breakfasts. Since your registration costs include both the Friday and Saturday breakfasts, we hope you will attend both of them. It is much easier to do if you are staying at the conference hotel. AMATYC also guarantees that our members will reserve a set number of rooms in the conference hotel. By making this guarantee, most hotels will allow us to use the convention space for a very low price or even at no cost. This means we can pass along the savings to our members and keep the registration as low as possible. After all it is the dollars brought in by registration that pays for the conference expenses. If not enough of our members stay at the conference hotel, the hotel will charge us an additional amount, raising our overall costs.

Staying at the conference hotel makes you and AMATYC winners!

Alert!

PRICES ARE

RE FALLING

\$ \$ \$ \$ \$ \$ \$ \$

Since the printing of the August 2009 issue of *The AMATYC News*, the Riviera Hotel and Casino has further reduced the price of a room to **\$89** a night for a single or double. Please be sure to mention that you are with AMATYC when making your reservation.