

Venue **Scouting** Checklist

ACCESSIBILITY & PARKING

- ☐ The venue is well-known by prospects throughout the area.
 - ☐ The venue is easy to get into — even during rush-hour traffic.
 - ☐ Parking is convenient, and ample handicapped spaces are available for guests.
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VENUE & ROOM LAYOUT

- ☐ The presentation room can easily be found by guests visiting the venue for the first time.
 - ☐ Seating for all guests is comfortable without being crowded.
 - ☐ Guests can easily see and hear the presenter from all vantage points in the room.
 - ☐ Noise from outside the presentation room is not audible or a distraction within the room.
 - ☐ Management allows for branded signage wherever your firm wishes to place it for ease of guest navigation and maximum PR.
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A/V OPTIONS

- ☐ The venue does/does not offer any A/V equipment (e.g., projection screen, speakers, projector, etc.).
 - ☐ The venue offers in-ceiling room audio with streaming music selections to meet the tastes of the target audience.
 - ☐ Volume controls for in-room audio are readily available and at the host's control during the event.
 - ☐ Dimmable lighting controls are available in the room allowing minor adjustments to be made as needed without completely lighting or darkening the room.
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FOOD QUALITY & SERVICE

- ☐ The menu accommodates any common special dietary needs guests may have.
 - ☐ Food has been sampled and deemed satisfactory for guests.
 - ☐ Ample beverage options are available, and stipulations for which types of drinks will be served (alcoholic, non-alcoholic, etc.) are agreed upon in advance.
 - ☐ The venue is adequately staffed with seasoned servers and hosts capable of tending to your guests in a professional manner.
 - ☐ Staff can be flexible (but prompt) in their delivery of salads, entrees and desserts based upon specific conclusion of the seminar.
 - ☐ You will be given a dedicated point person for the afternoon or evening of your event for any and all questions and concerns.
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CANCELLATION PROVISIONS

- ☐ Reasonable provisions are in place for cancellation of the seminar in the rare event of unforeseeable circumstances such as inclement weather, etc.



Keys to Seminar Success

For financial professional use only.