

## Venues

If you work as an event planner for a facility such as a hotel, resort, convention center, or private club, this is one step you won't usually have to worry about. For other event planners, one of the most enjoyable parts of planning an event is coming up with a venue that shows off your **creativity** and fits the **theme** of the event.

The success of an event can be determined in large part to the facility or venue that it is held at. That's not to say that you can't get creative and think outside the box when choosing a venue, but it should be appropriate for the client.

## Finding a Venue

You have many choices for an event venue. Here are some possibilities:

- Atrium of large building
- Client's place of business or home
- Community center
- Convention center
- Cruise ship or houseboat
- Golf and country club
- Guest Ranch
- Historical site
- Hotel
- Library meeting room
- Park or campground
- Planetarium
- Resort

- Restaurant
- Rooftop patio
- Sports complex
- Theater
- University campuses
- Zoo or other outdoor attraction

To choose the right venue, it is important for the event planner to understand the special **needs** of each group of attendees. For example, if you have been hired to find a venue for a couple's relationship weekend retreat, perhaps a pastoral setting would fit better than an uptown urban one.

## Finding Venues in Other Cities

Local Convention and Visitors Bureaus, Chambers of Commerce and hotel chains have resources available to event planners to evaluate potential sites. Check out the World Chamber of Commerce Directory to find a branch near you:

**World Chamber of Commerce Directory**  
<http://www.chamberofcommerce.com>

**OfficialTravelGuide.com** lets you do a search by city. Type the city in the search box and you will get a link to the local convention and visitors' bureau.

**OfficialTravelguide.com**  
<http://www.officialtravelguide.com>

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