INDEX

A388 mobile phone, 219
Activities, 56
Acts of God, 203
Afternoon coffee break, 17
Air cost sheet, 62
Airfare, 90–93
Airlines, 60–63
   airfare, 90–93
   charter vs. scheduled air carrier, 62
   contract negotiations, 149–150
   group fares, 60, 90
   proposals, and, 34
   security, 192–197
Airport check-in, 83, 195
Airport departure, 77
Airport parking, 194–195
Airport transfer, 63, 83, 111, 167
Alcohol policies, 183
Audiovisual, staging and lighting companies, 150, 158
Audiovisual effects, 102–103
Backup material, 114–115
Backwards budgeting, 144
Baggage tags, 195
Banana boats, 101
Barbecue, 20
Bartender charges, 183
Basic cocktail rule, 5
Beach day getaway, 101
Bicycles, 74
Bid situations, 130–131, 147
Big picture, 7
Body of proposal, 47–117
   backup material, 114–115
   bringing it all together, 115–117
   company profile, 113
   components, 48
   cost summary sheet, 86–87
   cover letter, 49–53
   day-by-day itinerary, 78–85. See also
      Day–by–day itinerary
   destination review, 53–59. See also
      Destination review
   grid, 85–86
   hotel information, 63–74. See also Hotels
   program inclusions, 87–109. See also Program
      inclusions
   program options/enhancements, 109–113
   references, 113–114
   transportation requirements, 59–63
Bodyguards, 204
Boxed desktop puzzle, 40
Branded image, 235–236
Branding. See Event and program branding
Break time, 16
Breakfast, 80, 96, 112
Breathing room, 11
Budget parameters, 52–53
Bush, George W., 221
Business card, 222
Cake cutting costs, 184
Cancellation charges/penalties, 101, 175–176
Cancellation clause, 203
Caterers, 36–37
CD, 37, 153
Celebrity branding, 232–233
Charter airlines, 62, 150–151
Check-in procedures, 78
Checkout time, 83
Chocolate tamales, 36
Claustrophobic feeling, 11
Client confidentiality, 114
Client contracts, 169–189
   cancellation charges, 175–176
   dates/other details, 180–182
   food and beverage hazards, 182–185
   homework, 188–189
   lawyer, 173, 176
   letter of agreement, 173–174
   liability and responsibility, 177–180
   payment schedule, 174–177
   rules, 172–173
   technical riders, 185–187
Client likes/dislikes, 51
Client literature, 117
Client meetings, 116
Client needs, 131–132
Client objectives, 2–7, 51
Client promotional material, 117
Clock-in activity, 20, 21
Cocktail reception, 5–7, 20, 24, 97, 112, 243
Coffee break, 17, 88
Communication costs, 105
Communications systems, 201
Company profile, 113
Computer systems. See Technology
Confidentiality, 114, 187
Consultation fee, 141
Contract, 172
Convention centers, 155, 161
Corporate logos, 195, 201
Cost summary sheet, 86–87
Cover letter, 49–53
Creative costing methods, 123
Surprises, 66
Symbols, 234

Talkabout, 219
Taro chips, 36
Team-building event, 9
Team color designated T-shirts, 19
Team effort, 246
Teaser campaign, 40
Teaser gifts, 103
Technical riders, 37–38, 185–187
Technology, 205–219
e-vites, 217
event management software, 212–216
mobile communication, 218–219
online registration, 212–216
options, 206–212
virtual meeting, 217–218
Teleconferencing, 217–218
Template, 215
Tennis, 73
Tent, 101–102
Term of agreement, 180
Terrorism, 179, 191, 194
Text messaging devices, 200
Thank-you, 245
Time premiums, 132–133
Time zone, 56
Tour conductor tickets, 92

Tourist boards, 42, 168–169
Tours, 81
Transfers
airport, 63, 85, 111, 167
hotel, 78, 197
program inclusion, as, 93–94
Transportation companies, 43, 167–168
Trip directors, 106
Two-way radios, 219

Venue, 43, 122. See also Destination review, Hotels
Videoconferencing, 203, 217–218
Virtual meetings, 203, 217–218

Waiver, 42
Water sports, 73–74, 101
Weather, 57
Webcasts, 217–218
Webconferencing, 217–218
Welcome dinner, 79
Welcome room gift, 103
White-water rafting, 42
Wholesale tour packages, 61
Windows of the World, 191
www.dtcproducts.com, 200
www.oqo.com, 219
www.wholesale.parlorpuzzles.com, 40