



GUEST PROGRAM



American Concrete Institute®
Advancing concrete knowledge

Guest Program



❖ Purpose

- Activities for guests
- Socializing for guests

❖ Audience

- Female
- Ages 41 to 65

❖ Responsibilities

- Tours
- Hospitality Suite

Tours



- ❖ One (or more) tour per day (Sunday-Wednesday)
- ❖ 3 to 5 hours long
- ❖ Unique, unusual, or historic attractions

Examples of Tours:



- ❖ Bus tour of city
- ❖ Theater
- ❖ Historic district
- ❖ Historic homes
- ❖ Crafts, fine arts
- ❖ Zoo
- ❖ Museum
- ❖ Shopping
- ❖ Tourist attractions
- ❖ Garden
- ❖ Boat tour
- ❖ Concert
- ❖ Others...

Tour Considerations



- ❖ Coordinate with other convention activities
 - Opening Session
 - Guest Overview
 - Guest Tea
 - Concrete Mixer
 - President's Reception
- ❖ Including lunch

How to Select Tours



- ❖ Brainstorm, be creative!
- ❖ Study what's been done before, see Guest Tour History tables
- ❖ Survey at Guest Overview 12 months in advance
- ❖ Hire a tour/destination management company (DMC)
- ❖ Coordinate with ACI Event Services

Guest Tour History



Convention	Tour Name	Day	Time	Attendance
Fall 2001 - Dallas Total Registration = 103	Winery & Grapevine Walking Tour	Sun	9:30 - 2:30	20 <30
	Women's Museum & Symphony Center	Mon	9:30 - 2:30	25 <
	Fort Worth Tour	Tue	9:00 - 4:00	19 <
	Rosemary Rumbly's Dallas Tour	Wed	9:00 - 4:00	20 <
	Wyndham Art Tour	Thur	9:00 - 10:00 am	11
Spring 2002 -Detroit Total Registration = 135	Frankenmuth	Sun	9:00 - 5:00	11 <35
	Antique Road Show	Mon	9:30 - 2:00	16
	Cranbrook House	Mon	10:00 - 2:00	22
	Henry Ford Estate	Tue	9:30 - 1:00	36
	Edsel Ford Estate	Tue	2:00 - 5:00	17
	Henry Ford/Greenfield Village - 1/2 day)	Wed	9:00 - 1:30 or	5 15 min.
	Henry Ford/Greenfield Village - (full day	Wed	9:00 - 5:00	5
	Motown Museum	Thur	9:30 - 11:30	3
	Henry Ford Museum Dinner	-		153

Tour/Destination Management Companies



- ❖ Choose carefully
- ❖ Check references
- ❖ Take tour(s)
- ❖ Check insurance; include transportation
- ❖ Have ACI Event Services review contracts
- ❖ Don't make guarantees or sign contracts unless required

Tour Checklist



Tour Summary

Tour Name:
Departure Time:
Return Time:
Cost per person:

Activity Information
Minimum # permitted:
Maximum # permitted:
Guarantees due:

Description:

Transportation
of vehicles:
Type of vehicles:
Transfer time:
Inclusions on vehicle:

Food & Beverage
Beverages:

Meal:

Miscellaneous
Suggestions:

Hospitality Suite



- ❖ 7 am to 10 am, Sunday-Wednesday
- ❖ Room chosen by ACI Event Services
- ❖ Chapter chooses menu
 - Fruit is a nice upgrade
 - Consider full breakfast
 - Less food on Tuesday and Wednesday
- ❖ Chapter person must be present entire time
 - Be a good host/hostess
 - Have extra food sent to your Chapter Suite

Additional Preplanning Responsibilities



- ❖ Present preliminary program at Guest Overviews
 - Two conventions prior, 5 min.
 - One convention prior, 10 min.
- ❖ Bring brochures (restaurants, attractions)
 - Convention Bureau can help
- ❖ Help organize your convention's Guest Overview
 - Chapter Convention Chair or you to present overview of week
 - Tour company/DMC presentation
- ❖ Assist other subcommittees with transportation arrangements as needed

Make Your Plan Work



- ❖ Monitor guest registrations and tour sign-ups
- ❖ Determine your break-even point, minimum number for cancellation, and overflow plan
- ❖ Expect tour sign-ups during convention and have a plan

Additional Information



- ❖ Provide tour description and pictures for Convention Preview and Guest Program to ACI Event Services
- ❖ Obtain approval for preliminary and final tour program from Convention Committee
 - Preliminary, two meetings prior
 - Final, one meeting prior

During Convention



- ❖ Make sure tours run smoothly
 - Handle last minute sign-ups
 - Send a Chapter rep. on each tour
 - Confirm arrangements with tour/destination management company
- ❖ Make sure hospitality suite runs smoothly
- ❖ Attend Guest Tea

Timeline



❖ See Chapter Convention Guide

Exhibit J

Guest Program Timeline				
Category	Task	Responsible	Start	Complete
GUEST	Prepare & submit preliminary Guest Program Tours to Convention Committee	Chapter-Guest	12 months	12 months
GUEST	Set guest tour fees	Chapter-Guest Program/Conv. Mgr.	12 months	12 months
GUEST	Select & contract a tour company	Chapter - Guest	12 months	12 months
GUEST	Determine who to monitor guest hospitality	Chapter-Guest	6 months	6 months
GUEST	Submit final guest program to CC	Chapter - Guest	6 months	6 months
GUEST	Confirm/set ticket prices for guest tours	M&C, Chapter-Guest	6 months	4 months
GUEST	Coordinate menu for guest hospitality with M&C	Chapter-Guest	6 months	3 months
GUEST	Obtain volunteers to attend guest tours	Chapter-Guest	6 months	1 month
GUEST	Reconfirm volunteer shifts	Chapter-Guest	1 month	1 week
GUEST	Verify arrangements for guest program	Chapter-Guest	1 month	1 month
GUEST	Hold a pre-convention meeting with tour company	Chapter & Conv. Mgr.	1 week	1 week

Finances for Guest Program



- ❖ **Goal** – Make a little money vs. OK to lose a little money?
- ❖ **Income**
 - Two-thirds of guest registration fee (ACI collects, about \$40 and about 130 guests)
 - Tours, add a few dollars to each (ACI collects)
- ❖ **Expenses**
 - Hospitality suite food and beverages
 - Tours
 - ACI and Chapter settle up following convention

Have Questions? Need Help?



- ❖ Read and **reread** Chapter Convention Guide. Encourage your people to do the same!
- ❖ Ask ACI Event Services staff
- ❖ Ask chapters who have been involved in prior conventions or members of Convention Committee
- ❖ Get subcommittee Chairs to go to a convention 2 to 3 years out to get “flavor” of activities and make contact with other chapters

Updates...



- ❖ The Chapter Guide is constantly updated and the Convention schedule is occasionally changed, so consult the most current Guide and ACI Event Services for any changes.
- ❖ Good Luck and Have Fun!

Questions & Answers



Thank You!