



VENUE SOURCING RESOURCES

THE 4-PHASE SOURCING TIMELINE: A Decision Framework for Better Outcomes

PHASE 1: STRATEGY Decision Gate: Dates and alternates approved Timeline: Varies by organization	• Confirm date window and 2–3 true alternates • Narrow destinations to top 2–3 • Set budget guardrails (rate range, fees, top concessions) • Define must-haves (space, walkability, accessibility, ESG)
PHASE 2: RFP + SHORTLIST Decision Gate: Destinations and must-haves finalized Timeline: 1-2 weeks	• Issue a clear RFP with pattern and space-by-day • Compare total value (fees, rental, F&B mins, concessions) • Create shortlist of 3–5 best fits • Align stakeholders on what 'good' looks like
PHASE 3: SITE VISIT + CONTRACT Decision Gate: Contract terms reviewed and approved Timeline: 1-2 weeks	• Schedule site visits (or virtual walkthroughs) • Negotiate concessions and key clauses (attrition, cancellation, fees) • Validate meeting space flow and attendee experience • Lock contract and deposit plan with internal approvals
PHASE 4: PRE-EVENT CHECKS Decision Gate: Pre-event checklist complete Timeline: Post contract-signing to event	• Reconfirm room block, cutoff dates, and housing policy • Track pickup and adjust block early • Confirm BEO assumptions + final billing language • Document learnings for next year (what to keep/change)