

APEX

Tools to Save You Time & Money

IMEX America
October 13, 2011
Las Vegas, Nevada

Lawrence Leonard, CMP
Convention Industry Council



About the Convention Industry Council

CIC is a federation of more than 30 trade and professional associations in the meetings, conference, exhibitions, and events industry.



- CMP Program
- CMP Conclave
- APEX Initiative (Accepted Practices Exchange)
- Economic Significance Study
- Hall of Leaders

Our web site: www.conventionindustry.org

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- About APEX
 - APEX resources
 - Two examples of how APEX can save you time and money

What is APEX?

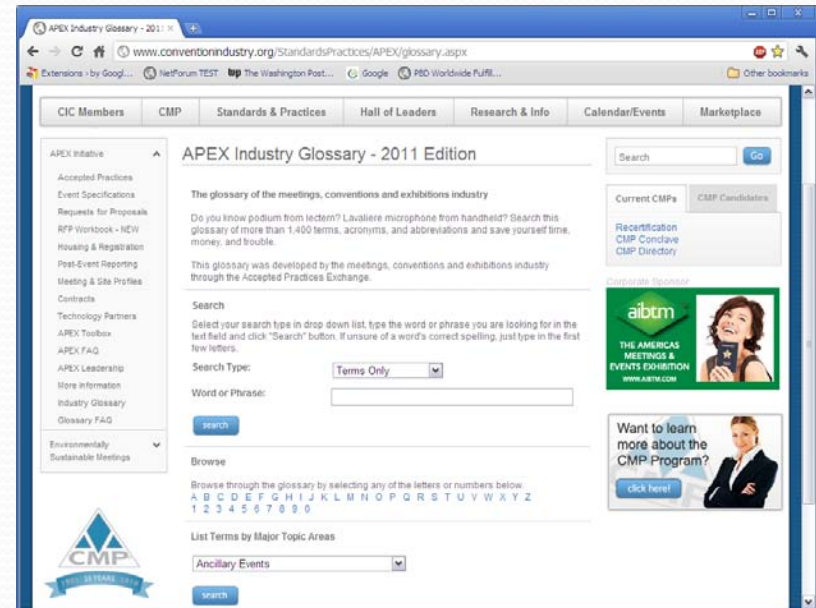
- APEX – The Accepted Practices Exchange
- Promote and develop industry-wide accepted practices
- Launched in 2001
- By the industry, for the industry
 - Supported by associations, planners, and suppliers
 - 200+ Panel volunteers
 - 5,600+ industry professionals provided input

APEX: The Accepted Practices Exchange

- Promote and develop industry-wide accepted practices
- Create and enhance efficiency
- Time and cost savings
- Ease of communication
- Streamline systems and processes
- Enhance professionalism
- Better results

APEX Industry Glossary

- 1,400+ terms
- Searchable
- Regular updates
- Accessible online free
- Hard copy version available



www.conventionindustry.org/glossary

APEX / ASTM Sustainability Standards

- Nine formal standards
- Developed with ASTM International
- Prescriptive, action-oriented
- Focused on key impact areas
- Comprehensive indicators and targets
- Four performance levels
- Accommodations
- Audio-Visual
- Communications
- Destination
- Exhibits
- Food & Beverage
- Meeting Venue
- On Site Office
- Transportation

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Standards
Process



+

Industry
Expertise

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Standards
Process



+

Industry
Expertise

APEX XML Schema

- Suite of XML message schema
- Allows software developers to add support for electronic exchange of event information
- Developed in conjunction with Open Travel Alliance (www.opentravel.org)

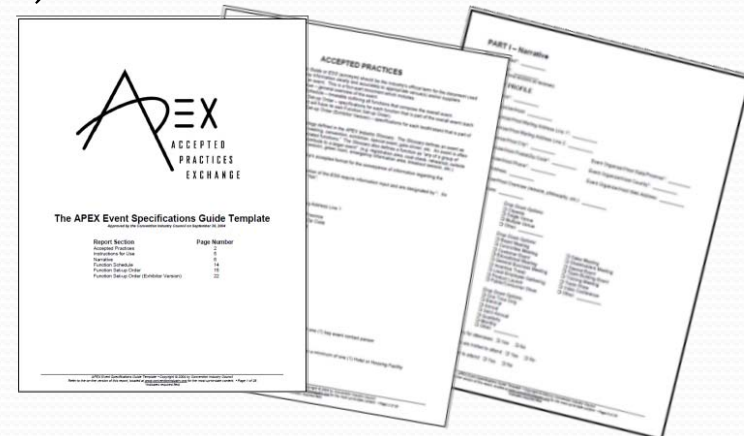


APEX Best Practices

- Requests for Proposals (BP & Templates)
- Event Specification Guide (BP & Templates)
- Post Event Reporting (BP & Templates)
- Contracts (BP)
- Housing & Registration (BP)
- Meeting Site Profiles (BP)

All free.

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What's New

New in 2011

- APEX Industry Glossary
- APEX RFP Workbook

In progress

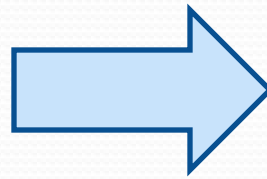
- Post Event Report Workbook
- Event Specification Guide



Save Time

APEX RFP Workbook

1. Single Facility
2. Citywide
3. Audio Visual
4. General Service Contractor
5. DMC
6. Transportation



One file



APEX RFP WORKBOOK v1_0 - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Developer Add-Ins

B128

A B C D E F G H I J K

1 **APEX RFP Workbook**

2 **Single Facility RFP Section**

3

4 **Event Name** 0

5

6 **1. CONTACT INFORMATION**

7

8 **Hosting Organization**

9 0

10 Organization Name

11 0

12 Address

13 0 0 00000

14 City State/Province ZIP/Postal Code

15 0

16 Country

17 - -

18 Telephone Fax

19 0

20 Web address

21

22 **Event Organizer (Third Party)**

23 (if different from Host organization) 0

24 Organization Name

25 0

26 Address

27 0 0 00000

28 City State/Province ZIP/Postal Code

29 0

30 Country

31 - -

32 Telephone Fax

33 0

34 Web address

35

36 **Key Contact**

37 0

38 Name

39 0

40 Title

Instructions for Use General Information **Single Facility RFP** Citywide or Destination RFP Event Technology

Ready 90%

Automated Fields

APEX RFP WORKBOOK v1_0 - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Developer Add-Ins

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Start	End	Pattern
		First Choice
		Second Choice
		Third Choice

Dates Flexible? Yes _____

Pattern Flexible? Yes _____

Pattern auto-fills if Start and End cells are filled in

Dates to Avoid

Desired Room Rate Range _____

Rate Net or Commissionable? Net _____

Year	Rate	Notes

Year auto-fills based on Desired Dates or enter your own

Room Block

Day of Week	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Total
Day or Date								
Single/Double								0
Double/Double								0
Suites								0
Total	0	0	0	0	0	0	0	0
% of Peak	0%	0%	0%	0%	0%	0%	0%	

Concessions Requested

Instructions for Use | General Information | **Single Facility RFP** | Citywide or Destination RFP | Event Technology & AV | DMC & Transport

Ready 90%

APEX RFP Workbook

Is

- Based on original APEX RFP documents
- Streamlined, automated
- Excel-based
- Free
- www.conventionindustry.org

Isn't

- Every field in the full RFP templates
- eRFP
- Supplier response template



Save Money



APEX Post Event Report (PER)

- Reports the details and activities for an event
- Over time = event history
- New version by end of year

- Calculating and communicating event value
- Negotiation
- Budgeting & Forecasting
- Planning / Logistics assessment
- Turnover and transition management

PER Sections

- Room Block
- Food & Beverage
- Function Space
- Exhibit Space
- Future Event Dates

Room Block Data


- Accurately shape future blocks
- Understand attendee booking behavior
- Predict problems in advance
- Pair with annual / ongoing comparison against future year block obligations

	Day 1	Day 2	Day 3	Day 4	...
Contracted Block					
Final Block					
90 day pick-up					
60 day pick-up					
30 day pick-up					
21 day pick-up					
14 day pick-up					
7 day pick-up					
Actual pick-up					
Slippage from 21 day pick-up					
% Sold (of contracted block)					
% Sold (of final block)					
% to peak					



Next Steps

- Review the available best practices
- Compare to existing processes and policies
- Join our LinkedIn group
- Spread the word



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