



BOARD COMMITTEE “CHARTER” WORKSHEET & 2017 OBJECTIVES

Today's Date: 1/1/2017

Name of Committee: **“Mini” Hob Nob / Reverse Tradeshow**

Date: **TBD (Target: October, 2017)**

Location: **TBD (East Orlando)**

Chairperson: **TBD**

Vice Chairperson: **TBD**

Allied Liaison: **TBD**

Charter (reason for being): To provide a “First Class” Member to Member “MINI” REVERSE trade show for the CFHLA Membership featuring representation from East Orlando CFHLA member lodging properties, providing Allied members the opportunity to “walk the tradeshow floor” and meet with the lodging professionals of their choice.

2017 GOALS RELATED TO THE 2017 BUSINESS PLAN

- 1) Secure 12-15 Lodging Booths – approximately 30 attendees (2 per property)
- 2) Invite appropriate UCF, Seminole County and Lake Nona properties
- 3) Invite representation from UCF, Full Sail, Siemens, Waterford Lakes, etc.
- 4) Pilot show hours to include one shift (8am – 10:30am).
- 5) For networking intimacy, limit allied membership attendance to 60 at \$150 each with a limit of 1 representative from each Allied Member business.
- 6) Produce internally a “Business Card” book featuring the contact information (no cell phone numbers) of all lodging and allied members registered to participate.
- 7) Secure 1 Corporate Sponsorship at \$1,500 each and 10 business card ads at \$50 each.
- 8) Coordinate separate registration areas for Allied and Lodging participants.
- 9) Produce sticky name badges for allied participants with page number listed.
- 10) Add the page number of the lodging property to booth signs.
- 11) Encourage each lodging professional to stand at the end of each 3 minute meeting.
- 12) For better visibility, place all lodging name tents at each setting with page number.
- 13) Conduct an Allied member orientation one week prior to event.
- 14) After activity, conduct Survey Monkey of Lodging and Allied Participants.
- 15) Secure site/date for 2018 event.

Thank you for your continued support.