

The top six questions you were too afraid to ask your event agency

Mary
MacGregor,
Corporate
Vice President,
Event Solutions,
BI WORLDWIDE

If you're working on an upcoming event, it's a surefire bet that you're short on time, resources or both. You probably need to move fast and you're thanking your lucky stars that your agency is driving your program forward. Even if your focus is onward and upward, don't be afraid to stop and ask questions. Taking a moment to challenge an approach or resolve a nagging concern can save time and complications down the road. To get you started, we came up with the top six questions you should always ask your agency.

1. "Well, what would you suggest?"

A good full service agency should be able to provide personalized, thoughtful advice. You might have an idea of what you want but it never hurts to consider other options. Asking this question could lower costs, result in a better-fitting destination or offer more flexibility. Consider your agency as a trusted advisor that can draw on a wealth of collective knowledge.

BOTTOM LINE: If your event partner is only "taking orders" and not offering additional creativity, you're not getting your money's worth. A full service agency can draw on firsthand expertise for nearly any region so you can get real, practical advice.

2. "Should I worry about [insert latest travel concern here]?"

Global health crises and terrorism have become a major part of the conversation – and for good reason. Depending on the region, these concerns may play a role in how the trip is designed. An experienced team should already be keenly aware of any potential threats and actively working to mitigate them.

BOTTOM LINE: A full service agency should be tapped into the ebb and flow of these issues as they change on a daily basis; knowledge is power. If an issue escalates, your team should be able to leverage a network of relationships and resources to make necessary adjustments on the fly.



The top six questions you were too afraid to ask your event agency

3. “Can I give you some background?”

All too often, the discussion begins with **what** or **where** instead of **why** the program exists. The best way to get what you need is to provide detailed background. This often means painting a nuanced picture of your company’s cultural climate, upcoming changes and other contextual information.

BOTTOM LINE: Every single project should start with a discovery session, starring you and your needs. If you find yourself in a pitch before you’ve had a chance to get everyone up to speed, pump the brakes.

4. “Is this even possible?!”

We’ve all been there. The stars align just right (or wrong) and suddenly you need 14,000 people trained in 12 locations over the next three months. This is a tall order and you know it; don’t let that stop you. If you never ask, you’ll never know.

BOTTOM LINE: It might not **always** be possible but a full-service agency is far more likely to pull off a miracle than if you were to go it alone. Their resources and relationships tend to be broader and deeper which gives them an edge for programs that seem nearly impossible. You just might be surprised.

5. “Can I handle some of this on my own?”

Hiring a full service agency is a great way to make sure nothing slips through the cracks. But depending on a variety of factors, you may want to take some things in house. If you’ve already got a great team to manage sourcing or group air, don’t be afraid to adjust the scope of work.

BOTTOM LINE: Full-service doesn’t mean inflexible. It simply means you have access to everything you need (**if** you need it). Pick and choose what’s right for you and know that a good partner will support you along the way.

The top six questions you were too afraid to ask your event agency

6. “Can I pick your brain for a minute?”

The benefit of a full service agency stretches far beyond a single project. You may find yourself in a conundrum weeks or months after your last project ended, desperate for a little insight and advice. The trusting relationship with your agency shouldn't end with the program. Don't think twice about asking for a little advice, even if it falls outside of a specific project.

BOTTOM LINE: Use an agency that doesn't start running the meter every time you call. Find one interested in building relationships and helping you reach your goals in the long term.

Use this list to develop a deeper relationship with your agency. Your questions aren't roadblocks; they are opportunities to create a seamless and successful program.

To learn more about how BI WORLDWIDE collaborates with clients to create best-in-class [events](#) and [incentive travel](#) programs, contact us at info@biworldwide.com.

