



THE NATIONAL CONFERENCE CENTER™

NEWS

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West Belmont Place Provides Tips to Ensure Successful Holiday Parties

LEESBURG, Va., Sept. 21, 2015—West Belmont Place plans and facilitates some of the largest events and parties in the Washington, D.C. region. Nancy Vanesko, a senior event planner at West Belmont Place and The National Conference Center, suggests the following when planning a holiday party, no matter the size:

- 1. Decide what type of event**—choose whether you'll be hosting a cocktail event or a sit-down dinner, and whether you'll be serving just one specialty drink, a limited selection, or hosting an open bar. The type and style of event you're hosting, whether holiday party, office party or just a seasonal celebration, will dictate the amount of space and location.
- 2. Book your event**—once you've decided on the type of event and the date, choose the venue and book it as soon as possible. As the holidays grow closer, space is running out. Whether you're booking your company holiday party or personal party, don't procrastinate.
- 3. Send out save-the-dates**—the holidays are busy so it's a good idea to send a save-the-date *now* before everyone's calendars are full with other holiday parties; send postal or electronic invites using services such as Evite.com, PaperlessPost or EventBrite.
- 4. Line up entertainment**—if you want good entertainment, especially live entertainment, book it immediately. There are only so many evenings in November and December and availability will be limited. Talent companies can provide the best way to select a band, negotiate the cost and ensure that your entertainment will show up and be on time.
- 5. Pick a theme and book your décor**—no matter whether your event is in your home or at another location, if you want beautiful decorations (flowers, lights, etc.), book now. You don't want your guests to walk into an empty looking space. Remember too that lighting does wonders for any room. If you want a truly memorable party, choose a location that is willing to work with you on creativity and transform a room. For example, one holiday event at West Belmont Place was themed "Winter Wonderland" and, when the ballroom doors opened, the room was decorated with pines and crystals and it was snowing in the room. The guests were amazed.
- 6. Invitations**—if possible, send out your invitations 6-8 weeks before the event. USPS.com allows you to customize your own Holiday greeting and post cards. Businesses can include their logo and more. Don't forget to put an RSVP so you can anticipate how many guests will be attending.

- 7. Send reminders**—e-mail teasers to your guest list every 2 weeks prior to the event just as a friendly reminder. Is your event on Facebook or Twitter? A good way to guarantee audience is to promote your event through social media. Have you thought about starting a #hashtag for your event? For example, #2015WHHE (2015 White House Holiday Event). It'll certainly get your guests talking!

Another good idea to get you out of the holiday fray and ensure attendance is to hold your event *after* the holidays. Host your party in January instead of December and “Bust the Holiday Blues.” Or, plan a 12th Night Party *after* Christmas. Best yet, West Belmont Place has even offered to keep the decorations up for your event!

More about The National Conference Center and West Belmont Place

Located in Northern Virginia 12 miles from Dulles International Airport and 35 miles from Washington, D.C., The National Conference Center is one of the largest and most comprehensive conference centers in the nation. With 917 guest rooms and over 250,000 square feet of meeting and group function space, including the West Belmont Place catering complex with its 16,500 square foot ballroom, The National has become the nation's headquarters for productive meetings and West Belmont Place the hub for Loudoun County and surrounding area social functions. West Belmont Place was named 2013 Best Venue by the International Special Events Society. The National Conference Center is also on the GSA schedule. The National is owned by NCC PS Enterprises LLC, a venture between PCCP, LLC and Stoneleigh Capital, LLC., which retained LaKota Hotels & Resorts to oversee all aspects of the day-to-day operations. For information call 800-640-2684 or visit www.conferencecenter.com.

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