



Secrets

to Successful Site Selection

Use What the Pro's Know to Make
Your Next Meeting Better.

Introductions...

- Tom Pasha...
 - **Hotels since age 15**
 - **14 Hyatts over 18 years**
 - **6-time DOS**
 - **National Sales Director**
 - **Helms-Briscoe RVP**
 - **Founded Contact Planning, a third-party meeting and golf planning company**



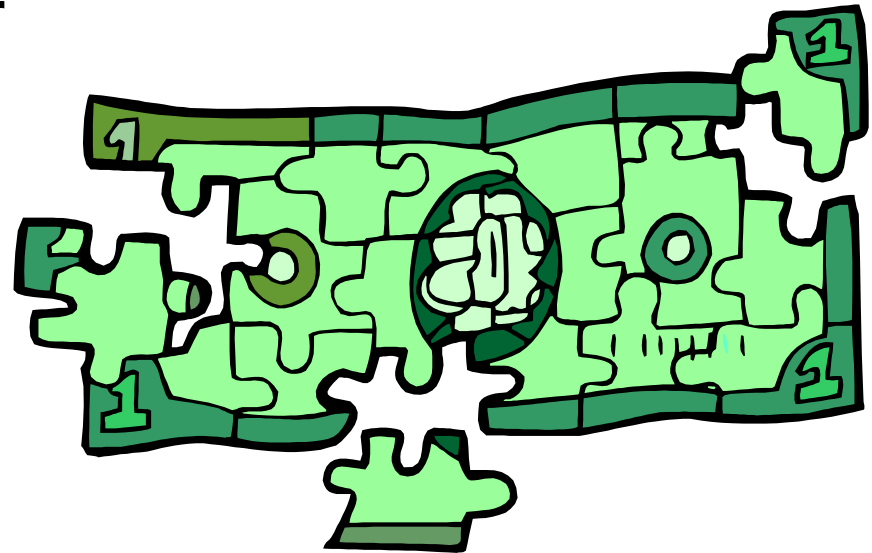


What's so important about Site Selection?

- **With increased meetings and reduced staffs, many planners are stretched to produce good destinations.**
- **A huge industry in site selection has developed, where the hotel pays a third party to locate space for a group.**
- **What if you could do your own site selection and save or earn money for your company?**
- **By learning a few tips and techniques, you can learn what the pro's know!**

Maximize your Results by Site Selection & Negotiation

- Site Selection helps determine the best fit for your group--- Space, Dates and Rates.
- Negotiation gets you the best package for your group.





Site Selection Companies:

- **Helms-Briscoe**
- **David Green**
- **Contact Planning**
- **Conferon**
- **Conference Direct**
- **Rosenbluth**
- **Maritz/ McGettigan**
- **Have all taken a meeting service to a multi-million dollar industry in just 10 years!**

Site Selection Basics:



- Fact Check Your Meeting
 - Who, What, Where, When, Why?
 - Past, Present, Future
 - Set Goals for the Meeting
 - Interview past attendees—likes and dislikes? What could be improved?



The Five W's

- Who's coming to the meeting? (#, age, men vs. women, execs, managers, etc.)
- What do you want to accomplish?
- Where do you want to have the meeting?
- When do you want to have the meeting?
- Why are you having the meeting?



More Fact Checking...

- Past: Where have you had the meeting before? What was Good (or Bad) about it? What's the Rooms history on the group?
- Present: Where are your current meetings going? Any changes planned?
- Future: What is the ideal destination for your next meeting?



“Blue Sky” the next meeting...

- To plan your next meeting, in an Ideal World, how would you want your next meeting to look?
 - **Goal Statement**
 - **Visualize the end result**
- Plan the meeting the way Hotel people and third-party planners plan a meeting—concentrate on Travel Logistics, Space, Rates and Dates



Site Selection Includes:

- LOGISTICS: Getting from A to B
- SPACE: Meetings and event space
- RATES: Room rates and rentals
- DATES: Day, Week, Month, or Seasonal patterns

For the last three items, the planner can get any two by bending on the third!



Logistics: Getting from A to B

- As travel becomes more complicated, it's best to decide your meeting type and the amount of effort involved in getting there:
 - Business Meetings
 - Training Meetings
 - General Meetings
 - Incentive Trips



Space Considerations:

- Hotels base their booking on the space a client needs:
 - Maximize the Rooms, minimize the Space
 - One group room for 100 sq. ft of space
 - Use the General Session for a breakout room— book casual breakout sessions
 - Book working lunches, instead of booking a separate room



Rate Considerations:

- Know your group's Comfort Level for room rates– tell the hotel your target
- Book repeat meetings, based on good service delivered.
- Shop several hotels in a competitive market
- Negotiate everything as a complete package– rates, upgrades, comps, etc.

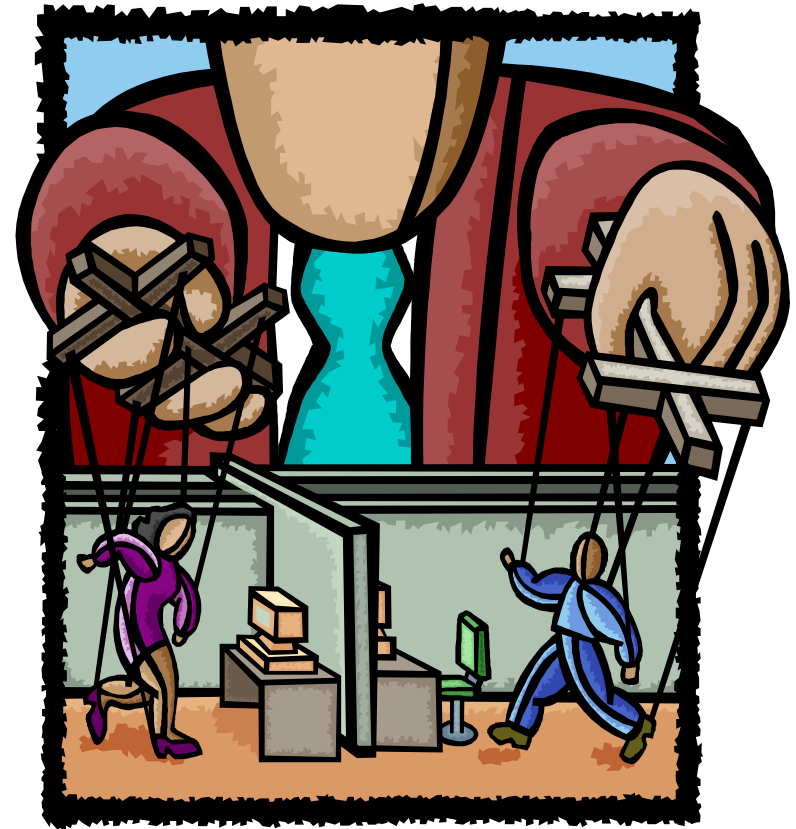


Date Considerations:

- Make sure there are no Date conflicts: Holidays, Holydays, Competitive shows
- Hotels are trained to “Sell the Worst–First” to fill down-times and shoulders
- Work to book the shoulder times and Sunday arrivals to get the best rate.

Space, Rates and Dates

- **Since hotels make their revenue by filling rooms, site selection made easy includes:**
 - **Sunday Arrivals**
 - **Space and Rooms match**
 - **Rooms match history**
 - **Work to book shoulder times instead of peak**
 - **No (HAS) Hold All Space Bookings**
 - **Book Banquet events— call sponsors and suppliers for help!**





During your Site Selection, be sure to Negotiate...Everything!

- Rooms:
 - **Rates: Always sgl/dbl, not a split rate**
 - **Upgrades: Jr Suites and VIP floor for staff**
 - **1/40; VIP suite(s) over and above**
 - **Staff meeting rates prior to meeting**
 - **Pre- and post meeting rooms**
 - **Delete Resort fees– make them optional**
 - **Free/discounted parking**



Food and Beverage Items

- Since there is little profit there, F&B comps are difficult, but upgrades are possible
 - **Hosted reception for a Sunday arrival**
 - **Discounted coffee, banquet menus**
 - **Discounted A/V**
 - **Custom menus, based on your F&B budget**
 - **Upgraded presentations— props, ice carvings, etc.**
 - **Children's plates, if needed**



Use All Your Site Selection and Negotiation Tools

Directors of Sales

**National Sales
Managers**

**Convention/Visitors
Bureaus**

**Other divisions in your
group who can also
book business.**



Directors of Sales

- Always a good point of contact:
 - Former Sales Manager
 - Can make decisions, when Manager can't
 - Evaluated based on pace and bookings produced
 - Wants to make every booking a multi-year and to start and maintain a great relationship.



National Sales Managers

- Like a DOS, is a former Sales Manager
 - Evaluated on company-wide production
 - Will have additional leverage for multi-year or multi-hotel bookings within the company.
 - Wants to have all new accounts become House Accounts



Local CVB's

- CVB's recently under scrutiny about their budgets and results— they want to bring your group to the city.
 - Exert local leverage as much as possible
 - Will provide or subsidize some services
 - Will have alternate hotels compete for your business.



Other Group Divisions:

- Check with other divisions in your group or company– you can get added value and leverage with multiple bookings:
 - Board of Directors Meetings to decide the Major Group's plans
 - Check with HR, Sales, Marketing to see if they have meetings you can use.
 - Spell out the benefits to the hotel if they are able to extend a great meeting package!

Like the third-party planners, you can:

- Increase ROI by asking for a 10% Rooms commission to be paid back to your company.
- Leverage multiple bookings for the best rate package.
- Sign multi-year contracts based on the hotel's performance.





Negotiating Tactics

- Trust is critical-- Present all your requests and requirements; don't hold back any information
- Have your Rooms history handy
- Tell the Sales Manager your priorities– space, VIP's amenities, etc.
- Know your price comfort level– tell your manager
- Shop several destinations and hotels– tell everyone they are being shopped

Negotiating for better results



- Set a Time-Frame— when can the hotel get a decision?
- Be sure everything is discussed, one point at a time— if you hit a “sticking” point, move on and return to it later.
- Everyone wins! Make sure everything is spelled out completely!

Service Standards for Meetings



- Make sure you get all the service and staff you deserve! Look for:
 - **1 Banquet server per 20**
 - **1 Banquet bartender per 75**
 - **1 Banquet captain per 75**
 - **1 Housekeeper per 15 rooms**
 - **1 Front Desk clerk per 100 arrivals**
 - **1 Bellman per 50 arrivals**
 - **1 Employee per room**



To Review Site Selection Techniques...

- Know the value of your business
- Know how Hotels look at your business
- Use all your tools: DOS's, CVB's, National Sales and Other Divisions
- Know what you can negotiate to get the best package for your budget.
- Know hotel standards for staffing and service....and...

The Last Tip...

■ PRACTICE

■ PRACTICE

■ PRACTICE

