

(re)DESIGN
OUR MEETINGS & EVENTS!

MPI SPRING EDUCATION DAY
April 12-13, 2023

MPI WISCONSIN CHAPTER

Madison Concourse Hotel &
Governor's Club, Madison, WI
Pre-Conference Spring Spectacular

Breakout:
Negotiating Key Clauses
Lisa Sommer Devlin

1

Bad Clauses Come from Bad Experiences

- Renovation
- Competitors
- Confidentiality
- Staffing
- Facilities

LET'S DISCUSS YOUR EXPERIENCES AND HOW YOU ADDRESSED

2

2

Negotiation Strategy:

Group:

We have clauses that are very important to us.

Here is why we want them.

We can negotiate!

Hotel:

Tell me why you want this clause?

Did you have an experience related to this in the past?

How did it work out?

What would have made it better?

3

Renovation: the ultimate conundrum

- ▶ Groups want hotel to be top notch
- ▶ Regular renovation required to maintain standards
- ▶ Nobody wants renovations on their watch!
- ▶ Hotels are ALWAYS planning (dreaming?) of renovations.
- ▶ Can take years!
- ▶ Plan ≠ know when it is going to happen
- ▶ MY NEW RECOMMENDATION: USE “SCHEDULED” OR “CONTRACTED” INSTEAD OF “PLANNED”

4

Renovation considerations:

- ▶ GROUP:
 - ▶ No renovation
 - ▶ If so, no impact

- ▶ HOTEL:
 - ▶ It is **NOT A GRAND CONSPIRACY**
 - ▶ Motivated to keep group

- ▶ **CANCELLING THE EVENT IS NOT THE BEST OPTION**
- ▶ **RENOVATIONS CAN BE A POSITIVE FOR A GROUP!**

5

RENOVATION

- ▶ Apply only to facilities to be used by group
- ▶ No automatic cancellation for ANY renovation
- ▶ Require negotiation
- ▶ Fall back cancellation by group
- ▶ Hotel usually does not pay group to move unless hotel agrees necessary

6

6

Competitors

- ▶ **WHAT ARE YOU TRYING TO PREVENT?**
 - ▶ Competitor taking your attendees?
 - ▶ Competitor hearing/seeing something? Confidentiality?
- ▶ Is this a site selection issue?
 - ▶ Remote hotel
 - ▶ Buyout of hotel
- ▶ Group can't have right to approve/disapprove other groups/affiliates, etc.
- ▶ Must have list BY NAME of prohibited competitors
- ▶ Type of Industry is too broad
- ▶ Define carefully dates—move-in/move out, etc.
- ▶ Timing: consider notification 90/60/30 days out of non-booking

7

7

Confidentiality

- ▶ Is it really confidential?
- ▶ What are you trying to protect?
 - ▶ “Secret sauce”
 - ▶ Fact of meeting
 - ▶ Attendee at meeting
- ▶ Each issue needs a different type of clause
- ▶ Hotel does not need/want confidential information AND DOES NOT WANT RESPONSIBILITY FOR IT!

8

Confidentiality

- ▶ Who is at your meeting?
- ▶ In age of cell phones, how can you protect?
- ▶ Who is at the venue?
 - ▶ Is a hotel the right place?
 - ▶ Conference center?
 - ▶ Private facility?
- ▶ Arm bands
- ▶ Security outside room
- ▶ Shredders
- ▶ Discarded materials
- ▶ Site of meeting
 - ▶ No bar with strangers?

9

Service and Staffing

- ▶ Commitment to 2019 levels not workable
- ▶ Require meeting 90/60 days out review
- ▶ Can agree to ratios
- ▶ COMMUNICATE IMMEDIATELY RE ISSUES
- ▶ Hotel is not the enemy here—post covid is new era

10

Facilities

- ▶ Same as staff: can't guarantee
- ▶ Hotel may not operate
- ▶ Require NOTICE
- ▶ Negotiate alternatives

11

(re)DESIGN
OUR MEETINGS & EVENTS!

MPI SPRING EDUCATION DAY
April 12-13, 2023

MPI WISCONSIN
CHAPTER

Madison Concourse Hotel &
Governor's Club, Madison, WI
Pre-Conference Spring Spectacular

YOUR QUESTIONS?

12