



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

MPINCC Annual Conference & Expo

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Senior Planner Solution Room Notes

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Getting good meeting space w/o the sleeping rooms

- Concentrate business with a chain and leverage the relationship so they understand that your business is often w/o sleeping rooms but is still good business
- Leverage brands w/in a chain, and sales managers at certain properties - helps if you can hold many of your programs at the same venue to build that relationship
- Consider other venues such as: convention centers, conference centers, movie theatres, corporate space available to the public, universities, high schools
- Use the CVB to help identify hotels that need to sell meeting space (i.e. maybe there is a citywide that is taking up most of their sleeping rooms, but they have meeting space to sell)
- Consider airport properties or other heavy transient properties who have no trouble selling sleeping rooms to others than your group
- Set expectations with your internal customer around how this is a difficult piece of business to place so they may need to be more patient and consider a longer search time to find the best option

Software/strategies for project management

- RegMadeEasy
- Internally built tool
- Affiniscape
- MS Project
- StarCite
- Cvent
- RegOnline
- SignUp4
- Check APEX toolkit

Working with logistics vendors

- Set up standing calls to check in with the vendors to see how it is going to keep up to speed
- Maintain NSO/GSO contact even if vendor is doing all your sourcing
- Treat the vendor relationship like a true partnership - be willing to listen to process improvement ideas, share your ideas and team well, then it doesn't turn into an "us (internal team)/them (vendor team)"

Contracts

- Consider an MSA at the chain level
- Ask hotels to explain their clauses - often if they can't, they will negotiate them out
- Challenge/push back respectfully on things that aren't a win/win and offer a win/win
- Make sure hotel knows your "hot buttons"
- Consider corporate addendums if you sign hotel contracts. This way your legal department won't have to review every hotel contract, just those where they won't agree to certain terms within your addendum

Hotel Privacy Policies

- Often not explained in the contract yet, but signing the contract you are "agreeing" to their privacy policy
- So, be sure to ask for their policy to ensure you can agree to it
- If you use an MSA/Addendum, specify what your expectations around privacy are
- Crossing out the statement in the contract about the privacy policy might not be enough as it doesn't negate the actual privacy policy of the hotel
- Some hotels embed personal information into their keys and/or have keys that automatically open doors as you get close - this could be a security issue

Hybrid Events

- Work well for internal meetings
- ON24 is a provider as is Cisco
- Check out the Virtual Edge Conference

Attrition

- Calculate and pay on lost profit
- Force attendees to register for your conference before they can book a room, often they will go in and book a room to reserve a spot, then never register for the conference so you may get attrition
- Negotiate a room cut off date closer to your event date for programs that historically have high attrition.
- Consider multiple cut off dates (you can drop 10% x days out, another 5% y days out and a final 5% z days out) vs. one cut off date (you can drop 20% x days out)