



How Hotels Value Your Meetings

Market conditions have changed significantly and now planners are dealing with a shorter lead time on their meetings and hotels are dealing with limited space, management companies that set profit targets, and a much more competitive environment.

It is important for planners to understand how hotels and their 'revenue managers' view your meetings so you can structure your RFPs to have the best chance of being considered.

In this interactive session, attendees will learn how to maximize negotiation results, regardless of shifts in the marketplace. This includes how to assess your leverage based on hotel revenue management criteria and creating an action plan and strategic negotiation process that will add value to your meetings and bottom line.

Meetings are big investments and attendees will have immediate action items that will impact meeting results and ROI.

Learner Outcomes

- Understand industry trends that impact negotiations
- Know the variables that influence hotel availability and pricing
- Create a strategic RFP/Assess and use their leverage
- Understand how hotels value meetings (Interactive Revenue Management Case Study)
- Implement five steps to value-based negotiations

Presenter

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