

Support information re:

Planners, Suppliers, and the Hotel Contract Tug of War

Negotiating hotel and convention center contracts can be a tedious back and forth process. In this session we take the gloves off and examine the steps in the process. We'll engage the audience in an idea share from both the planner and supplier sides, with take-aways you can start using tomorrow. Help us air out the issues plaguing both viewpoints and discover new paths to a win-win solution with senior level professionals from both sides of the equation as we engage the group in a discussion of the ever-changing world of hotel and vendor contract negotiations.

1st steps & conversation points:

- Multiyear contracts for added perks
- Book a hotel annually
- Use venue more than once
- Total room block vs. your total meeting space
- Larger blocks: Lower prices
- Attrition vs attendance estimates
- Flexible on dates?
- High demand or high season times for your hotel of choice
- Show your value through your events history

Journey to negotiation solutions:

- Ask your hotelier about your groups profit vs their transient profit
- List any concessions in order of priorities
- Make sure you have your conference perks wish list and must haves in advance
- Use your space or environ as a means to get a better price i.e. not the space with the best view, best location etc.
- Offer a higher room block in exchange for better pricing
- Add additional banquet or food events

Prepare for strategic results:

- Your CVB is your best co-pilot- save money and save time
- Ask about the CVB's special promotions, discounts and/or group incentives or rebates
- Be nice, professional and build relationships that can last a life time
- Be emotionally intelligent and trust your business instincts
- If the offer is not what you'll need be honest and up front so you create a win/win for both parties involved