



## **e4 2015 Express Cafes**

### **REGISTRATION AND HOUSING**

#### **Filling the Block**

The challenge of convincing attendees and exhibitors to stay within committed room blocks seems worse than ever, due to a myriad of issues. Hosted by Melissa Wolpert, Director of Convention Services for the National Automobile Dealers Association, this café explores strategies and tactics to drive as many guests as possible to booking their rooms within “official” event room blocks.

#### **Notes:**

- Book rooms and give discounts with transportation such as Uber in San Francisco
- Always post audit and possibly add a pre audit
- Give exhibitors extra priority point for booth selection for booking within the block
- Affiliate clause in contracts. Force hotels to send affiliates to you.
- Give a registration discount for booking within the block.
- Educate your attendees on the importance of booking within the block.
- Book rack rate along with group rate to get 95%. Initiate tier rate.
- Rebate increases 3% if not paid within two months. Invoice on shuttle rebates. Invoice based on pre-sold.

## Defeating Pirates

Room pirates continue to roam the waters of events, wreaking havoc on the entire industry. What's happened in the industry lately regarding pirates and how can event professionals help fend them off? Join Cory Fransway and Ken Sien, Directors of Strategic Account Management for Experient, to understand the current situation and discuss the strategies and tactics event professionals can use to successfully battle room pirates.

### Notes:

- Pirates getting more aggressive
- Some customers are asking bureaus to send cease and desist letters
- Pirates are continually changing names
- Associations are posting their exhibitor lists online. Pirates are amusing this list.
- Exhibitors may be selling lists to pirates
- Talked about opening housing early. One person opens their housing one year out and has a housing booth
- Talked about sending a housing link to exhibitors to make it easier for them to make a reservation
- Talked about educating the exhibitors about the housing pirates, but will they really listen?
- Talked about the whole PCI compliance thing may make it tougher on the pirates because they take credit card numbers across the phone, which is not safe
- Call them all, let them know that you are on to them
- Use a code to provide access exhibitor list
- Nobody from the host organization is ever going to call you for your housing
- Preshow housing audits occasionally help
- Pirates can easily get exhibitor info
- Utilize information (flyer) passed to exhibitors at the conclusion of a show to alert exhibitors to the risks of booking outside the block for following year
- What is better? To incentivize to book inside the block or to penalize if you book outside?
- Talk about housing pirates when conducting show wrap-up meetings in preparation for following year

## Under-booking the Block

With attrition penalties becoming more widespread and severe, many organizations book fewer rooms than their projections suggest they need, often resulting in consequences that are equally if not more expensive. Join Pam Nutting, Director of Contract Management at Experient, to discuss how to best balance real needs with market conditions.

### Notes:

- Shoulder nights are toughest
- Incentive to block early so you can judge pace better
- Holding exhibitors to a higher cxl to prevent last minute drops
- Not intentionally under booking, just being cautious. It is that pickup has gotten greater.
- Need to look at review dates to manage block.
- Long education process with those that have booked outside the block.
- Get all data you can from city to be able to gauge what demand will be over your dates.

## Understanding Your Leverage

Leverage can be one of the most powerful tools event pros can use during all phases of event procurement and planning, creating opportunities to create better relationships, pricing, and impact when understood and used well. Pam Nutting and Jenna Cummins, Director of Contract Management and Strategic Account Manager at Experient, lead this conversation about understanding your “real” leverage and finding ways to use it to your best advantage.

### Notes:

- HOW much is your event worth to a city?
- How do you collect this information?
- Encourage cities to send you the "spend" for your annual event/s.
- Offer gift cards (instead of % discount in restaurant). Use this as added spend as leverage.
- Hotels use a formula to calculate F&B spend to be included in contracts
- Revenue Manager is there to push RevPar (average daily rate)
- Prioritize your HOT BUTTONS when ready to negotiate with hotels/destinations
- Unions do control some costs quoted in contracts
- Use your multiple events as leverage when negotiating with hotels and destinations
- Mike Dominguez video.

## Badges or Tickets?

By default, many of us print badges for every event guest regardless of what they attend, but many are finding that ticketing for certain events provides greater benefits while serving the same purpose. Bill Barclay, Vice President of Sports and Enthusiast Markets for Experient, hosts this café to discuss when tickets might have distinctive benefits over badges.

### Notes:

- What is the difference between a ticket and a registration
  - The amount of information you need to know to deliver the ticket
  - When ticketed what we need to know is limited when we have registration we want to know as much as possible
  - Ticket controls access whether paid or qualified to attend
  - Tickets limit number at an event
  - Ticket buyer audience trained to pay service fee which self-funds event
- We should know who is attending each event if we want to build data.
- Badges for security reasons
  - Control who goes to the event
- Use a QR code on a ticket and scan to collect information
- What if you didn't have to scan at the door for access control
- What if new partners contributed to you events experience by providing an additional experience.
- Attendee pays a premium to get a credit to a sponsored event