

Welcome !

Conference Planning and Services:

The Basics

Friday, March 28, 2008



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Introductions

- Let's get to know who is in the room.
- Please introduce yourself by giving your name, property/organization, and your title and what you do there.
- Networking is one of the greatest benefits of IACC. You never know when you need to make a phone call.

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Exercise

- On the index card at your seat please describe in detail how you start your car from the time you open the driver's door.
- Telephone Exercise



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Knowledge is Power

KNOW Yourself
KNOW Your Department
KNOW Your Property
KNOW Your Customer

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KNOW YOURSELF

- What are your likes and dislikes?
- What is your most energetic part of the day?
- Are you a “type A” person or more passive?
- Do you enjoy being of service to others?
- Do you believe you are an accommodating person?
- Are you a good time manager?
- Are you a good communicator?

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KNOW YOUR DEPARTMENT

- What is the department structure?
 - Do you have a Conference Planning Director or does planning report to the Director of Marketing and services to the Director of Operations?
 - Do planners have “managers” titles?
 - What authority do planners have?

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KNOW YOUR PROPERTY

- What are the features of your property?
- What are the benefits of these features?
- What is the price of your property Complete Meeting Package?
- What is a CMP?
- What are the surcharges for and how much are they?
- How many employees on property?

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KNOW YOUR PROPERTY, con't

- Meal Times
- Check in, Check out times for guest rooms
- Staff talents
- Staff challenges
- Technology on site, technology to rent
- What is the chef's favorite meal to prepare?

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KNOW YOUR CUSTOMER

- Get on the internet immediately and research.
- Know the business they are in.
- Know the key executives.
- Know the stock price when you speak with them.
- Get a sense of corporate culture
- Understand the objectives of their program.
- Build a relationship with the planner.

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Point of Reference

- The only point of reference that counts is the customers point of reference.
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Point of Reference

- Don't make assumptions. *Lets start our cars.*
- Ask lots of questions to understand the customers point of reference.
- Remember that the customer only cares about what happens on your property when they are there.
- Don't try to force your opinion on the customer.
- Counsel when an opportunity presents itself.

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EXERCISE

Read the following words and remember as many as possible.

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- Marshmallows
- Tent
- Matches
- Sleeping Bag
- Frying Pan
- Sticks
- Mess kit
- Lantern
- Smores
- Swimming
- Fishing Pole
- Canoe

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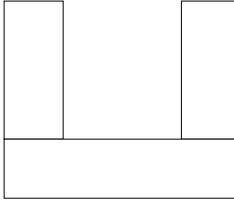
- What is an Elegant Dinner Party:
 - Menu
 - Room Décor
 - Table Top

Now lets see how Point of Reference applies to Room set-ups.

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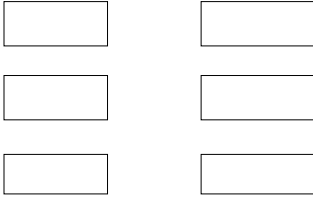
Room Set-ups

U Shape



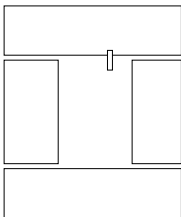
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■ Classroom



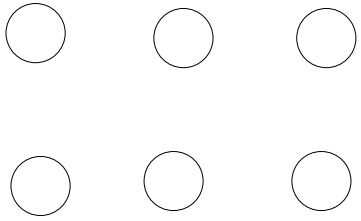
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■ Hollow Square



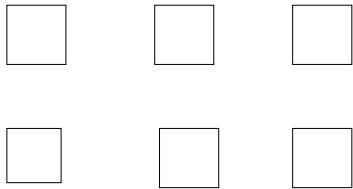
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■ Team Style, Rounds



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■ Team Style, Squares



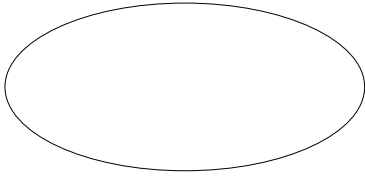
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■ Board or Conference



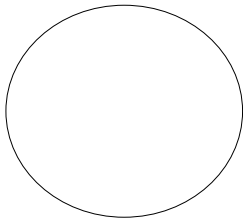
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Conference Style, Oval



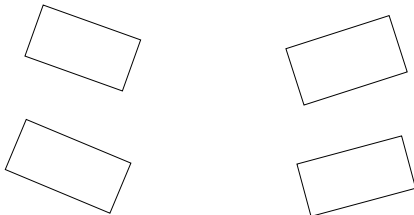
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■ Conference Style, Round



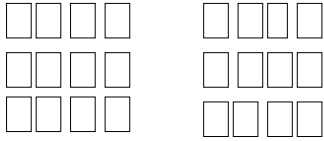
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■ Classroom, Chevron



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■ Theater Style



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Communication with the Customer

- Keep an electronic file of all correspondence and diagrams shared with customer and staff on the customers behalf.
- Communicate on a regular basis if planning begins long before the meeting.
- Confirm and reconfirm.
- Pre and Post conference meetings are important. Who is invited to these meetings?
- Determine who and how billings occur to the master.
- Have all tickets signed

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**Communication with the Customer,
con't**

- Review charges and changes at the end of each day.
- Ask lots of questions for clarification. Then ask more questions.
- Get a sense of future opportunities for other programs at your property.
- Ask for feedback so that you can resolve issues.
- Rebook the meeting.

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Communication with the Conference Center Team

- Use e-mail for distribution of function orders/resumes.
- Use function order/resume meetings to communicate unusual details, respect time.
- Distribute function orders/resumes week prior to week of events.
- Distribute changes for function orders/resumes that have been distributed only.

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Communication with the Conference Center Team, con't

- Distribute last minute changes via hard copy, phone calls, e-mail and in person if necessary.
- Always give instructions in clear concise terms.
- Do not use terms like, sort of, like, maybe, etc.

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Our Customer's Success is OUR SUCCESS

- BE A CRITICAL THINKER
- BE AN ACTIVE LISTENER
- BE CLEAR WITH YOUR QUESTIONS AND INSTRUCTIONS.
- BE HONEST AND SINCERE
- BE APPRECIATIVE, SAY THANK YOU
- BE PROACTIVE AND ASK FOR THE REBOOKING.

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Thank You!

Questions and or Comments

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