

Office Hours

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PH&R Group Sales Update

- ❖ Evolution of Office Hours
- ❖ www.preferrednet.net
 - New Deployment Map
 - Key Account Profiles
 - Newly Created Sales Manual
 - Events Calendar
- ❖ Lift & Shift – Again?
- ❖ The Future of Leads
- ❖ Hot Buttons – Then & Now

HOT BUTTONS

2019	2020
<ul style="list-style-type: none">• Suite Upgrades• Room Rates• Value Adds• Comp Receptions• 1:40	<ul style="list-style-type: none">• Allowable Attrition• Hybrid Meetings• Duty of Care• Social Distancing• Lower F & B Mins

BUZZWORDS

2019	2020
<ul style="list-style-type: none">• Wellness• Authenticity• Customization• Niche Events• Seller's Market	<ul style="list-style-type: none">• Trust• Safety/Sanitation• Space• Flexibility• Buyer's Market



IT TAKES MONTHS TO FIND A CUSTOMER...

SECONDS TO LOSE ONE

Be Proactive

- *Temperature Check*
- *Communicate*
- *Instill Confidence*

Be Creative

- *Hybrid Meeting*
- *Split into Waves*
- *Underwrite a Tent?*



FACE-TO-FACE



VIRTUAL



Hybrid events combine in-person attendees with digital elements that allow attendees to experience meeting elements in real time from anywhere. They allow for a broader reach and extended audience engagement





Insight from our Clients

- ❖ Incentives still happening, BUT they might look different
 - More Regional & Smaller
 - Individualized Itineraries
- ❖ Exclusivity = Buyouts
- ❖ FLEXIBILITY, FLEXIBILITY, FLEXIBILITY
 - Allowable Attrition
 - F & B Minimums
 - Rooms to space Ratio
 - Equitable Force Majeure & Cancellation Clauses
- ❖ Escrow Accounts for Advanced Deposits
- ❖ Commissions on Collected Cancellations \$\$s and/or Advanced Deposits
- ❖ Bandwidth for Hybrid Meetings
- ❖ Virtual Site Visits



VISITING MEDIA

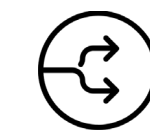
GUEST SPEAKER





Open Forum

Let's Discuss



OBSTACLES



RFP'S



TOP CLIENTS



Amy Butterfield, CMP, CIS

Manager

Pending posts 0

Requests to join 0

Manage group

277 members

Including Lauri Baker and 128 other connections



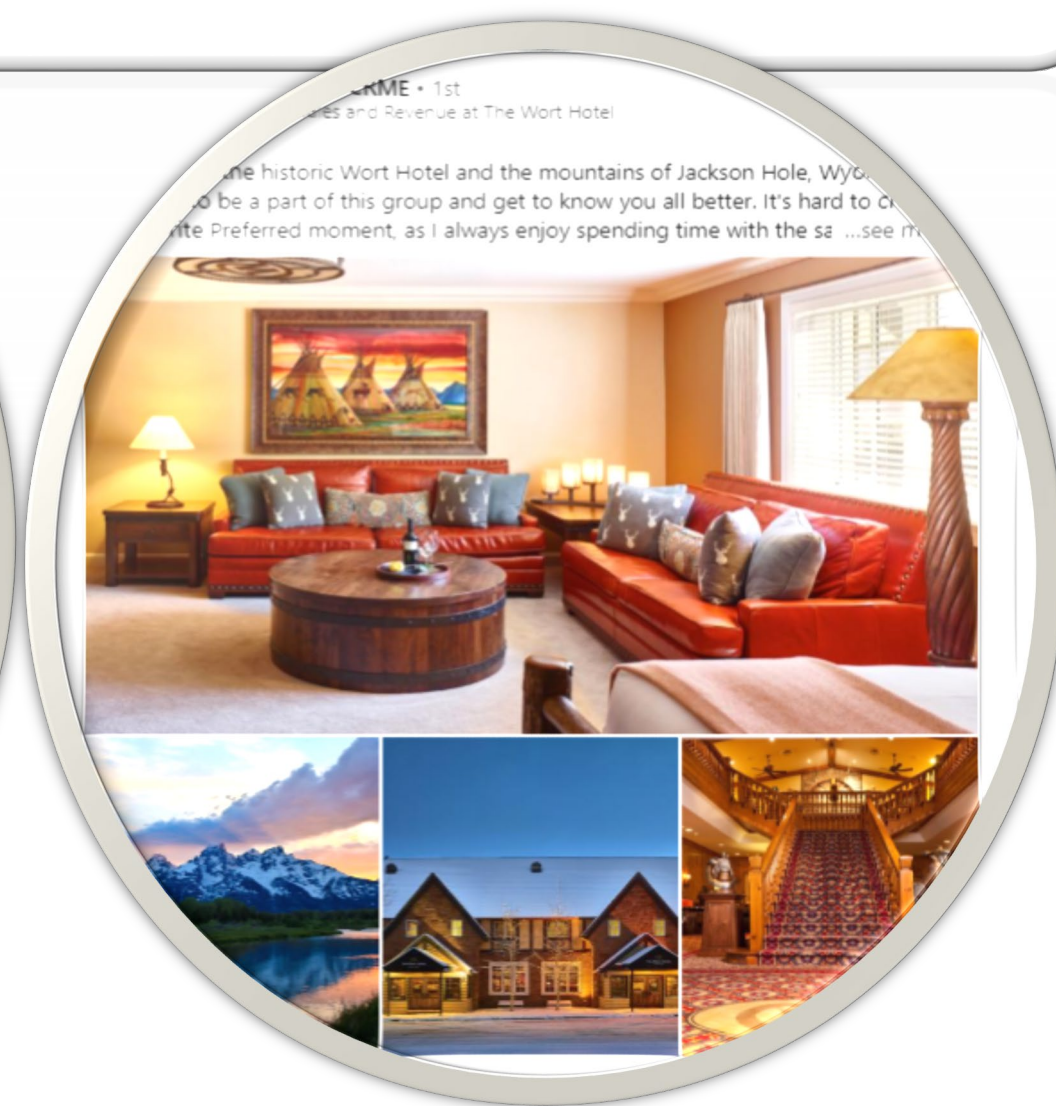
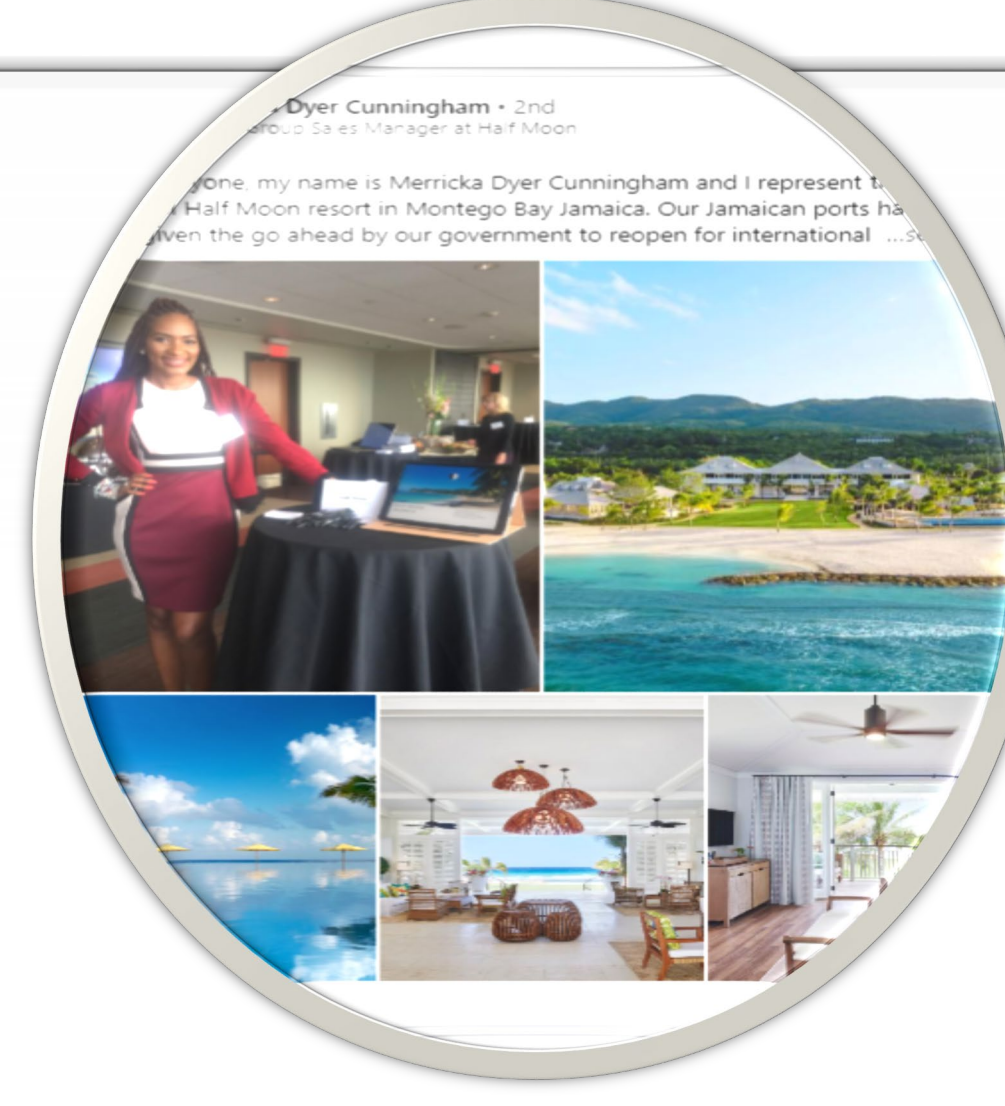
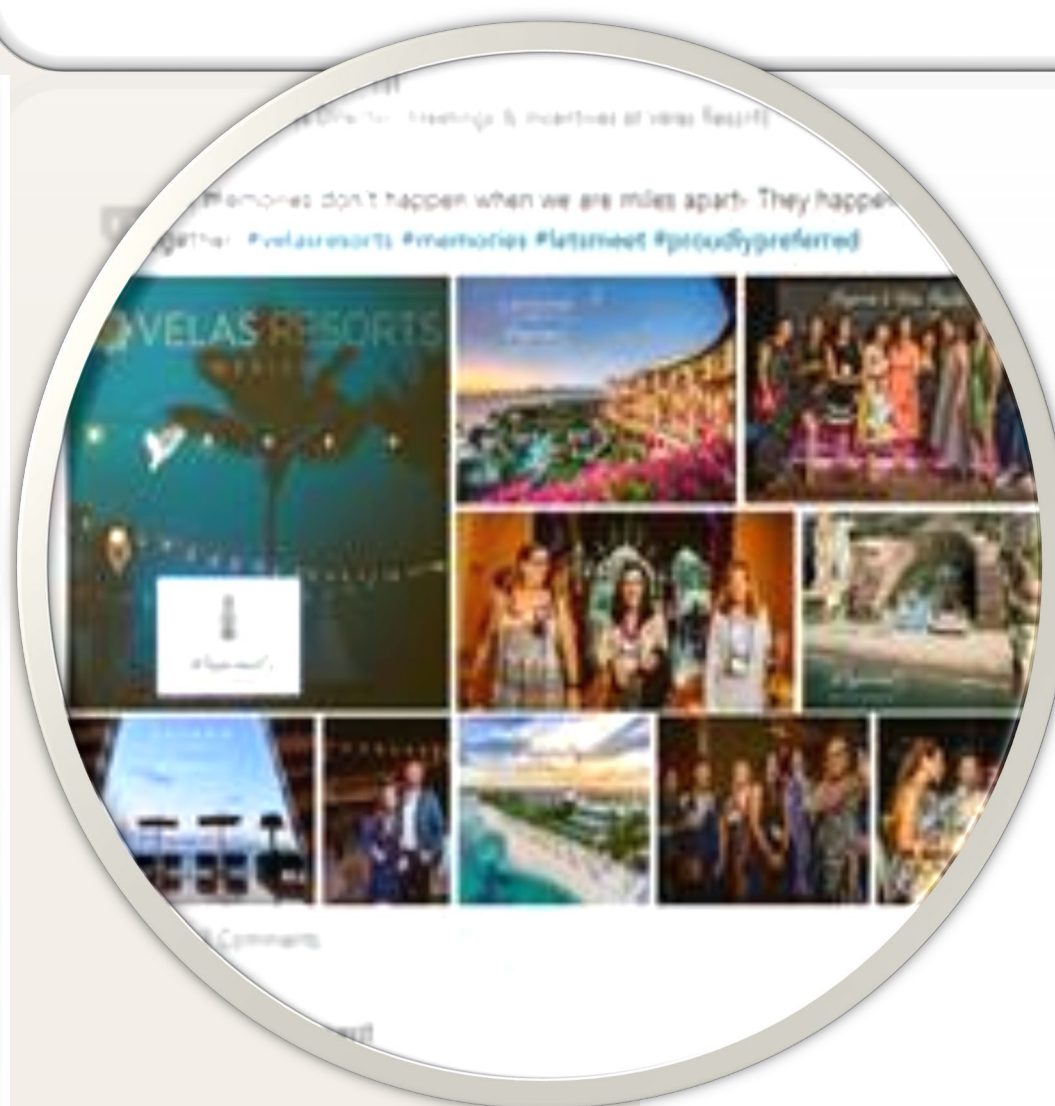
Invite connections



Preferred Hotels & Resorts Group Sales Community

<https://lnkd.in/ewhYesS>

Listed group



THANK YOU

Next Office Hours: Thursday, June 18th @ 11:00am EST

Hosted by: Katy Gettinger Eagen, VP– Group Sales | Anne Chao, Director – Northeast & Pharmaceutical

Market segment update: Northeast US Corporate, Pharmaceutical, Insurance & Financial

Guest speaker topic: Updating your Force Majeure Clause



Preferred[®]
HOTELS & RESORTS