

Best Practices for Partnering with your GSO

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- Tools for Success
- Trends North
 American Market
- Attract more business
 - Strategic Partners
 - I Prefer Planner
 - Events
 - Craft Your Story –
 PHGMeetings

GSO Lead volume per month – 2023

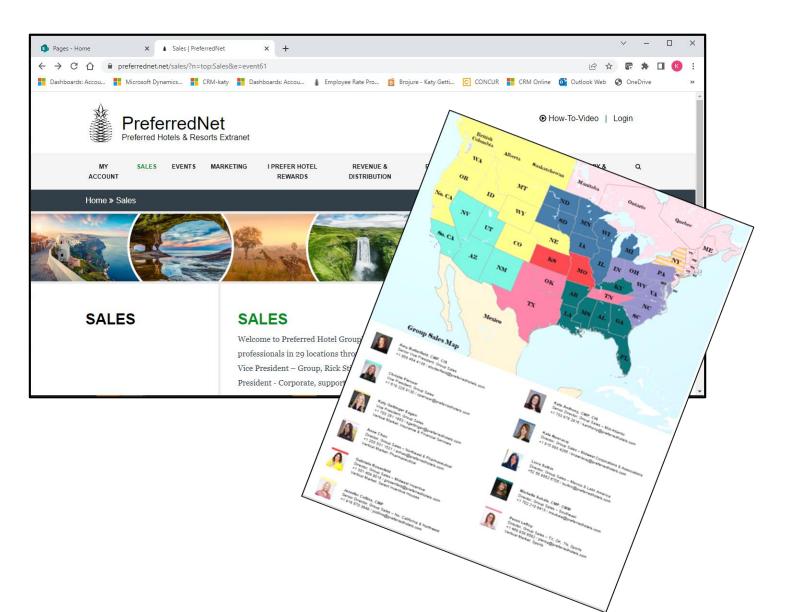
JAN	FEB	MAR	APR	MAY	JUNE
2075	1890	2115	1621	1744	1810

Total Leads generated Q1/Q2= 11,255!!

Today's goal – share tools to help you capture some of these wonderful leads

TOOLS and BEST PRACTICES

- Group Sales Territory Map
- Group Sales Top Accounts
- Group SalesManual
- I Prefer Planner
- Group Sales Event
 Calendar



KEY ACCOUNT PROFILES

SALES

CONSORTIA SALES	+
BEYOND GREEN CONSORTIA SALES	+
CORPORATE SALES	+
BEYOND GREEN CORPORATE SALES	+
LEISURE SALES	+
BEYOND GREEN LEISURE SALES	+
GLOBAL GROUP SALES	-
GROUP SALES MANU.	AL +
TOP ACCOUNTS	
STRATEGIC PARTNERSHIPS	
INTERNAL SALES PRESENTATIONS	
"AFFIRE HOURS"	
"OFFICE HOURS"	Υ
LINKEDIN COMMUNIT	
	+
LINKEDIN COMMUNIT	+

BEYOND GREEN 2021 SALES RECAP

TOP ACCOUNT PROFILES

Accounts are sorted alpha by Sales Director and then by Account Name

Account	Sales Director
American Express Meeting & Events - Asia Pacific	Andrew Kuek
BCD Meetings & Events - Asia Pacific	Andrew Kuek
Boston Scientific Corporation	Andrew Kuek
CWT Meetings & Events - Asia Pacific	Andrew Kuek
Directions Conferences. Incentives Management (DCIM)	Andrew Kuek
Event Travel Management (ETM)	Andrew Kuek
Analysis Group	Anne Chao
Automatic Data Processing (ADP)	Anne Chao
Allergan Pharmaceuticals	Anne Chao
American Express Global Business Travel - Northeast US Corridor	Anne Chao
Bond Brand Loyalty	Anne Chao
Boston Consulting Group	Anne Chao
Bristol Myers Squibb	Anne Chao
ConferenceDirect – Northeast US Corridor	Anne Chao
Dalichi Sankyo	Anne Chao
Detoitte	Anne Chao
Honeywell International	Anne Chao
Interpublic Group of Companies	Anne Chao
Mastercard	Anne Chao
McKinsey & Company	Anne Chao
Merck & Company	Anne Chao
Novartis	Anne Chao
Novo Nordisk	Anne Chao
Pfizer	Anne Chao
Strategic Site Selection	Anne Chao
The Traveller	Anne Chao
Univision	Anne Chao
Zoetis Animal Health	Anne Chao
Bayer	Ashley Shen
Schneider	Ashley Shen
CYTS Bravolinks	Cheryl Slow
China New Comfort – Shanghai MICE Center	Cheryl Slow
China Smart MICE – Shanghai Branch	Cheryl Slow
China Tourism Group - Shanghai Branch	Cheryl Slow
Ctrip MICE	Cheryl Slow
Grand China MICE Shanghai	Cheryl Slow

TOP ACCOUNT DEEP DIVE

RAYMOND JAMES FINANCIAL, INC.

Key Meetings & Incentives

- Shareholders' Meetings
- Institutional Investors Conference
- National Conference
- Education Regional Conference
- Division Branch Managers Mtg
- YE Results and Strategy Meeting
- Exec Committee and Sr Bankers Mtg
- Regional Emerge Retreat
- Retirement Plan Advisory Council

High Level Meeting Overview

RJH Meeting Department is led by (2) Director of Meetings & (2) Sourcing/Contract Administrators, along with 12-15 onsite Meeting Planners. The Meeting Team supports 800+ meetings annually along with many other small local meetings around HQ in FL, RJF books programs globally

How to be Successful with this Account

- Be Flexible with RJF Contract Addendums
- Partner with your Preferred GSO for Virtual sites/presentations

Hot Buttons

- Prompt Responses
- Offer BEST value upfront to get on short list
- Accommodate Addendum Terms

Strong Segments/Trends

- Financial & Insurance & Banking
- Pharmaceutical
- Customer Facing Programs
- Incentives
- Hotels that align with companies' cultures and values
- New leadership post retirement = new opportunities for hotels
- Wellness component and unique offerings
- Resorts still stronger than city center
- Flexibility & Ease of contracting very important!
- Air lift continues to be a big factor in decision process

Group Sales | Strategic Partnerships



MEETINGS & EVENTS















prestige

global meeting source





HOW DO THESE PARTNERSHIPS BENEFIT YOU?

- Deeper dive at all levels so we can **ADVOCATE** and **EDUCATE**
- Engagement in leadership team retreats
- Live engagement at industry events
- Incentives that allow us to **DISCOVER**, **INFLUENCE** and **ADVISE**
- Portfolio presentations and internal communication broadcasts
- Enhanced visibility

NEWLY ENHANCED PARTNERSHIP ConferenceDirect

PREFERRED PARTNER PROGRAM (PPP)

- Attendance in CD Annual Partner Mtg
- Customized Reporting
- Preferred Status in Cvent
- Internal Communication Broadcasts
- Participation in CD Signature Events
- Digital Marketing Opportunities

96% of CD's 13,000+ Annual Booking are placed at PPP Hotels

ConferenceDirect – Partnership Terms

The Facts

- Motivated by the upfront commission payment
- 96% of contracts went to hotels that were a part of their PPA
- Lower upfront payout and the length out of the operating program
 - CD pays back commissions on any cancelled programs

VS

The Standard Agreement

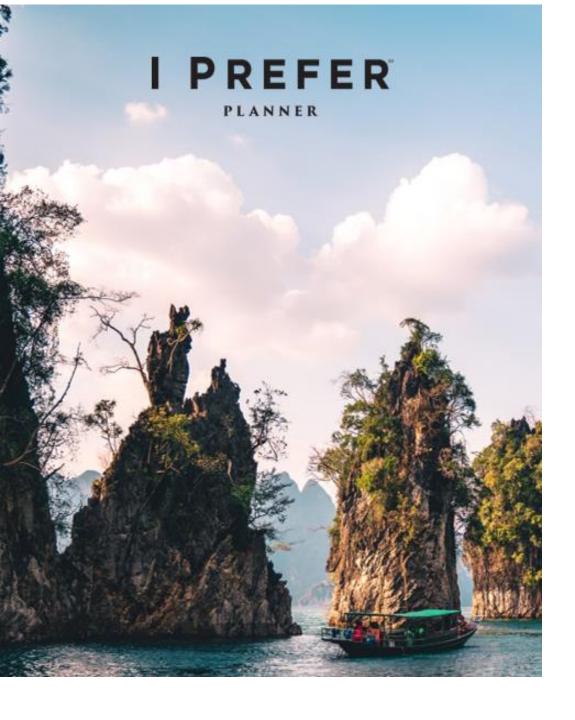
\$25,000 max. commission paid up to 36 months out

The Preferred Agreement

\$15,000 max. commission paid up to 18 months out

The Terms

Hotels will need to individually agree to the program, at a \$700 annual cost.



What is I Prefer Planner

- Loyalty program designed to Reward Planners
- Build loyalty with Meeting Planners
- Compete with the Hard Brands
- Great Closing Tool
- Custodial Accounts if needed
- Hotels can purchase additional points

Eligible Programs

How many points can planners earn in the I Prefer Planner Program?

- Receive 5 points per US\$1 on actualized room revenue for all programs booked through the North American National Sales Office or the European Group Desk
- Planners may earn up to 500,000 points per program (capped at US\$100,000)
- Points are only award on actualized room revenue, excluding taxes and additional fees

How do I purchase points?

- Preferred underwrites 1st set of points if GSO involved
- Additional points is 0.25 cents for every 100 points

Earn 5 points for every \$ of Total Revenue x 5 = Points revenue Costs hotel = .025 2. Points/400 = Cost to Hotel for 100 points pr \$1 for 400 points \$50,000 Revenue x 5 = 250,000 pts Example 250,000 Pts/400 = \$625 Cost to Hotel

Redeem your points...



Promotions

Book your next program at Hotel Per La and Receive

- Increased 15% commission on guest room
- Revenue (normally 10%)
- Guest room rates starting at \$245
- Waived nightly Destination Amenity Fee (Normally \$35 per room per night)

Plus your choice Of two concessions

- 3% rebate on revenue to master or a \$350 gift card
- One complimentary night per 40 nights actualized
- Two upgrades with welcome ame-it-
- Double I Prefer Planner Points





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Contact your Preferred NSO for more details

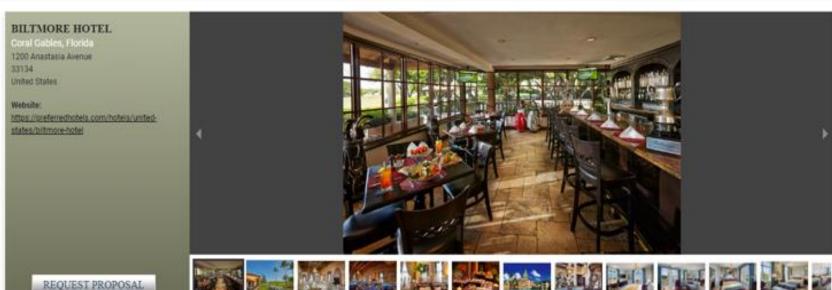
PHGMeetings.com

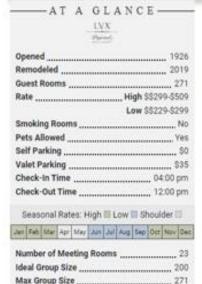
What, The Why & The How

Are you telling the right story?

- "Meeting Speak" vs "Marketing Speak"
- **Are your photos** the right "hook"
- **Is your Meeting Capacity Chart** Accurate?
- Have you loaded **Special Offers, Hot** Dates and/or News?

PREFERRED MEETINGS





breakout rooms, two state-of-the art amphitheaters and executive boardrooms. Our poolside private cabanas

can be used for breakouts. Biltmore Event Design is available to coordinate corporate team building events

design, décor and entertainment needs for all events. Group privatization available upon request.

Hot Dates News

The Biltmore situated in over 150 acres of lush tropical landscape is located in the heart of Miami in the exclusive neighborhood of Coral Gables, Florida. The Biltmore features over 75,000 sq. ft. of indoor/outdoor meeting and function space housed within two locations on the Bittmore grounds - within the hotel itself and at the adjacent Conference Center of the America. It is one of South Florida's preferred sites for high-level Corporate Briefings and public policy Conferences. Our state-of-the-art Meeting Rooms facilitate crisp productivity amidst unrivaled ambiance-and we set the bar for Video Conferences. The Biltmore offers exceptional space with natural daylight, no air walls, three ballrooms, surrounded by grandeur terraces,



Business Development Director

Independent, Collaborative, Driven, Hunter, Creative

Trusted advisor over 22 years of progressive experience at many esteemed brands including Starwood, Loews Hotels and Accor



Cristina Godwin Director, Group Sales Business Development

Next chapter – Q & A



Thank you!