

Welcome, NACE Members and Guests!

Maximizing Your Corporate Event Booking Opportunities

Your Presenter...

Lynne LaFond DeLuca

Sr. VP, Business Development & Education
Beverly Clark Hospitality Training



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www.beverlyclarktraining.com

Maximizing Your Corporate Event Booking Opportunities

- Corporate Event Trends
- Exposure - Catching the Eye of Corporate Event Planners
- Marketing Yourself as a Corporate Event Venue/Vendor
- Creating Corporate-Friendly Pricing and Positioning of Your RFP
- Target Market Opportunities



Corporate Event Trends



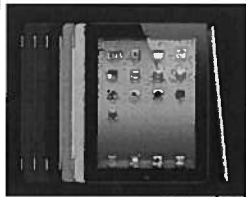
- Controlled optimism
- Greatest increases in U.S. events are in domestic and corporate association sectors
- Greatest decline in meetings are in the government sector
- "Training and rewarding" events versus "employee appreciation"
- High fuel costs
- Marketing/branding to new clients; product launches and trade shows
- Incorporating philanthropy
- Surprise, Spontaneity, Serendipity
- Interactive meeting format
- Swag Bags!

Exposure - Catching the Eye of Corporate Event Planners

- High Visibility
 - Online
 - In Person
 - Consistent Exposure
- Start the Relationship, Cultivate the Relationship, Grow With the Relationship
 - Constantly Grow Your Database
- Become Their Resource
 - Educational Sessions at Your Property



Marketing Yourself as a Corporate Event Venue/Vendor



- Your Website
 - Mobilize!
 - Images – No Boring Banquet Rooms!
- Print & Online Publications
 - Special Events Mag, EXHIBITOR Mag
- Social Media
 - Well-Managed and Tracked
 - www.Hubspot.com

Creating Corporate-Friendly Pricing and Positioning of Your RFP



- Budget focused versus quality focused
- Value and Creativity
- Evidence of ROI
- Fiscal Responsibility and Cost Controls
- Shorter Lead Times
- Lots of Upgrade Opportunities
- Contracts, Deposits and Payments

Target Market Opportunities

- Local and Feeder Market Event Planners
 - Destination Management Companies
 - Meeting Planners International
 - Convention and Visitors Bureau
- Domestic and Corporate Associations
- Hot Industries (Thriving)
 - Investment Banking & Securities Dealing
 - Multi-family Homebuilding
 - Environmental Consulting
 - Aluminum Manufacturing
 - Car and Automobile Manufacturing
 - New Car Dealers
 - Iron Ore Mining
 - Financial Planning and Advice
 - Health Services



Writing and Effectively Utilizing a Corporate Event Marketing Plan

Write it Down! How will I:

1. Increase the number of events I do?
2. Increase the size of the events?
3. Increase the per-event revenues?



Components of a Well-Written Corporate Event Marketing Plan

- Quantifiable Goals
 - All Target Markets (Top 3-5)
- Action Items with Descriptions
- Anticipated Revenue
- Assignment of Responsibilities
- Timeline
- Expected Expenses



The Plan Before "THE" Plan



- Competitive Analysis
 - Market position

- S.F.S.W.O.T. (Successes, Failures, Strengths, Weaknesses, Opportunities, Threats)
 - Target Markets

Marketing Plan Follow-Through

- Your marketing plan becomes your "to-do" list – follow it to the letter!
- Track results and financial returns
- Create "gap" plans
- Make notes to adjust marketing tactics for next time, if necessary
- Discuss progress with peers/revenue team



Let's Re-Cap!

- Keep current with the trends and use this information to position and market yourself
- Build and maintain relationships directly with the companies hosting events as well as corporate event planners, DMCs, MPI and CVBs
- Update your websites to be corporate event attractive and mobilize!
- Keep value, creativity and service at the forefront of your RFPs and take every opportunity to offer upgrades
- Diversify your target markets – identify:
 - 1. corporate event planners in all appropriate markets
 - 2. domestic and corporate associations
 - 3. Thriving industries and companies that have a high potential to host events
- Write it all down! Create a marketing plan and use, track and revise



Stay Current and Relevant. . .



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- Email Me! lyne@beverlyclarkenterprises.com
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Questions?

lyne@beverlyclarkenterprises.com



Thank you!
