Build a Better M.I.C.E. Trap!

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Rhonda Fenderson, Sr. Meeting Manager

An American Marketing Group, Inc. Company
What is Your Share of the Meetings Business?
Are You Getting Your Share?

% Of Meetings Business

- Large Meeting and Incentive Companies
- Large Travel Management Companies
- Third Party Companies
- Corporate Travel Departments
- Independent Travel Companies
The Untapped Market

- Over $100 Billion Business
- 3rd party companies call on your clients
- Agents book only the air - often the least profitable piece
Why You Should Get Involved

- Expand your company’s portfolio of services
- Create a new revenue stream
- Book Meetings and Incentive Business from your existing clients!

*Research shows that travel agents are in the strongest position to captures and keep this business.*
Getting Started

Understanding the Meetings Business

Why do companies meet?

• Face to Face Strengthens Key Relationships
• Meetings streamline essential communication
• Educate Sales Force
• Reward Employee Achievements
• Bolster Customer Satisfaction
Asking For the Business

- Make sales calls on existing clients
- Develop marketing materials to promote your agency’s meeting business
- Follow-up with clients on an on-going basis regarding their meetings
- Seek out Administrative Assistance to find out about the clients meetings.
What Information You Need From Your Client

- Identify Meeting Objectives & Goal
- Obtain Meeting History
- Collect Data for RFP
- Manage Budgets
- Provide Expertise
Functions of Meeting Planning

• RFP Process
• Site Selection
• Site Inspections
• Contract negotiations
• Pre-planning
  • F&B planning
  • Rooming Lists
  • Logistics
• On-site Management
  • Registration
  • Attendee Management
  • Time Management
Meetings Technology

• Meeting and Event Organization
• Electronic RFP Creation, distribution and analysis
• Web-based Attendee Registration
• Integrated on-line air booking
• Capture costs in any currency
• Budgeting
• Post Meeting Survey
Resources and Education

- Regional Training Seminars
- Webinars
- Agent E-newsletters
- Templates
- Industry Affiliations: MPI, ISES, Acclaim Meetings, i-Meet, BizBash
Network of Suppliers

- Hotels
- Cruise Lines
- Technology and audio/visual resources.
- Transportation and car rentals.
- Entertainment and speakers.
- DMC’s
Marketing Ideas

• Targeted promotions & email messages to send to your corporate accounts.

• Direct Marketing programs with your agencies name and contact information.

• E-Meetings Newsletter to send to your clients.
Acclaim Meetings

- MYOB - Market Your Own Business Tools
- Robust Meeting Technology
- Access to network of suppliers.
- Online RFP’s.
- Creative resources
- News and events
Agent e-Newsletter

• Up to date industry news and information

• “How to” site selection and helpful suggestions

• Advice on contract negotiation and budgeting

• Industry insight from fellow meeting planners

• Technology updates
AcclaimCite Technology

- Streamline Meetings Related Administrative Tasks
- Source for competitive bids in a Database of Hotels – over 90,000 properties worldwide with detailed meeting space descriptions.
- Side By Side RFP Comparison Reports
- Attendee Management
- Increase Efficiency throughout the entire process
Sourcing Made Easy

### Search Vendor Results

View the results of your vendor search. Compare vendors by selecting their checkboxes then clicking the **Compare Selected Vendors** button. Click the **Back Button** to see the criteria used to make selections for this vendor search. (More information about this feature)

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<table>
<thead>
<tr>
<th>Property</th>
<th>City</th>
<th>Chain</th>
<th>Property Rating</th>
<th>Internal Rating</th>
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</thead>
<tbody>
<tr>
<td>Marriott San Diego Gaslamp District</td>
<td>San Diego</td>
<td>Marriott Hotels, Resorts &amp; Suites, -</td>
<td>Coming Soon</td>
<td></td>
</tr>
<tr>
<td>Stylish San Diego Marriott Gaslamp Quarter with 8,000 sq ft of meeting space only 2 blocks from the convention center. Largest Meeting Space: 2500 sq ft. Total Sleeping Rooms: 306 Total Breakout Rooms: 7 NSO N</td>
<td></td>
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</tr>
<tr>
<td>Hilton San Francisco</td>
<td>San Francisco</td>
<td>Hilton Hotels, -</td>
<td>Coming Soon</td>
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<tr>
<td>Newly renovated sleeping rooms including the sweet dreams bed, high speed in all rooms, oversized flat screen TV, safes. Total Meeting Space: 119,150 sq ft Largest Meeting Space: 29637 sq ft Total Sleeping Rooms: 1998 Total Breakout Rooms: 61 NSO N</td>
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<tr>
<td>Disneyland® Hotel</td>
<td>Anaheim</td>
<td>Disneyland® Resort Hotels, -</td>
<td>Coming Soon</td>
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<tr>
<td>Largest Meeting Space: 78958 sq ft Total Sleeping Rooms: 969 Total Breakout Rooms: 52 NSO N</td>
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<tr>
<td>Marriott San Diego Hotel &amp; Marina</td>
<td>San Diego</td>
<td>Marriott Hotels, Resorts &amp; Suites, -</td>
<td>Coming Soon</td>
<td></td>
</tr>
<tr>
<td>Total Meeting Space: 110000 sq ft Largest Meeting Space: 23108 sq ft Total Sleeping Rooms: 1362 Total Breakout Rooms: 54 NSO N</td>
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</table>
Congratulations in being selected as one of this year’s winners of the prestigious Presidential Awards. You have been recognized for your excellence in helping achieve the organizational goals for the fiscal year.

This year, we are proud to announce the destination to be sunny San Diego, California. For more information on the city, please click here. We have planned an array of different activities for you and your guest to enjoy during the long weekend.

Below you will see a link to register and make your air bookings online. The online site will be open until August 1, 2008 to ensure our planners have ample time to organize a smooth event for your enjoyment.

Should you have any questions about the Presidential Awards incentive trip, please do not hesitate to contact:

Leslie Ann Smith
ls@starcite.com
330-455-3344

We look forward to seeing you in beautiful San Diego!
Customizable Event Websites

Welcome

The 2008 Fashion Industry Summit will be held from September 12-14, in Kyoto, Japan at the Kyoto International Conference Center.

Please confirm your attendance and provide your accommodation preferences by completing and submitting your registration form no later than Tuesday, August 7, 2006.

Please note: All participants will be responsible for their airfare, airport transfers and accommodations.

If you have any logistics questions, please contact Danielle Matthews at 855-234-2843 or via email at dmatthews@sharplfe.com.
Effortless Registration
Expand Your Sales Force

Efficiently Extend Your Sales & Marketing Team

• No need to hire additional sales staff
• Save Company Resources
• Receive Expert Support

For questions or additional information contact us at 877-636-3350 or info@acclaimmeeetings.com