

quality information about the meeting and planner so they can differentiate their proposals. Facilitate relationships with planners. Support the hotels' sales position by understanding the hotels well. Send trusted leads that the hotels are well-suited to deliver. Help planners understand how and when to communicate with the planners. Save them time and duplicate work of going direct to multiple hotels. Offer them unique, expert knowledge to help them find the best match or deal for their meeting. Plan and facilitate relationships within the destination. Protect them from sales pressure when they

INSIDEOUT

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Question:

What will it take to be perceived as valued partners?



Where are we as an industry currently considered along this continuum?

Our goal is to be essential to the planning process. Our industry must make a difference, carry our weight, and be fully committed to owning our customer in the destination and be significant to both our planners and our hotels.

Answer:

Let's speak from our promises, our value, and our roles.

Our Promise

**We are the best
first point of contact
to help planners
find the right fit
for any size meeting.**

Our Value

- Comprehensive View of the Destination
- Local Expertise
- Extensive In-Market Relationships
- Free to Planners

Our Roles

**Educators and Facilitators
for Our Customers
and Communities as:**

1. Timesavers
2. Knowledge Providers
3. Connectors
4. Protectors

Stay connected. Be a champion.

Commit to promoting the value of your industry. Get involved with the Inside Out initiative.

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Hotels

Provide them fully qualified leads that save time and duplicate work of researching RFPs.

Deliver complete and high quality information about the meeting and planner so they can differentiate their proposals.

Facilitate relationships with planners and support the hotels' sales position by understanding the hotels well.

Send trusted leads that the hotels are well-suited to deliver on, and help them understand how and when to communicate with the planners.

Timesavers

Knowledge Providers

Connectors

Protectors

Planners

Save them time and duplicate work of going direct to multiple parties.

Offer them unique, expert knowledge to help them find the best match or deal for their meeting.

Provide them with trustworthy connections and facilitate relationships within the destination.

Protect them from sales pressure when they are only researching, and keep them informed of any issues within the destination that can impact their meetings.