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the personal meeting planning tool

POWERED BY



**Destination  
Marketing**  
Association International

# Sales or Consulting?

## Key Insights to Building Better Partnerships

# First, Some Dialogue...



- What is your mood about your role, relative to 2-3 years ago?
- Are you becoming more or less valued by your planners?
- What is your greatest challenge as a CVB sales professional in today's climate?

# DMO Sales Pro's Evolving Role

**Educators and Facilitators  
for Planners and Community  
Stakeholders as:**

- Time Savers
- Knowledge Providers
- Connectors
- Protectors

**Our  
Promise**

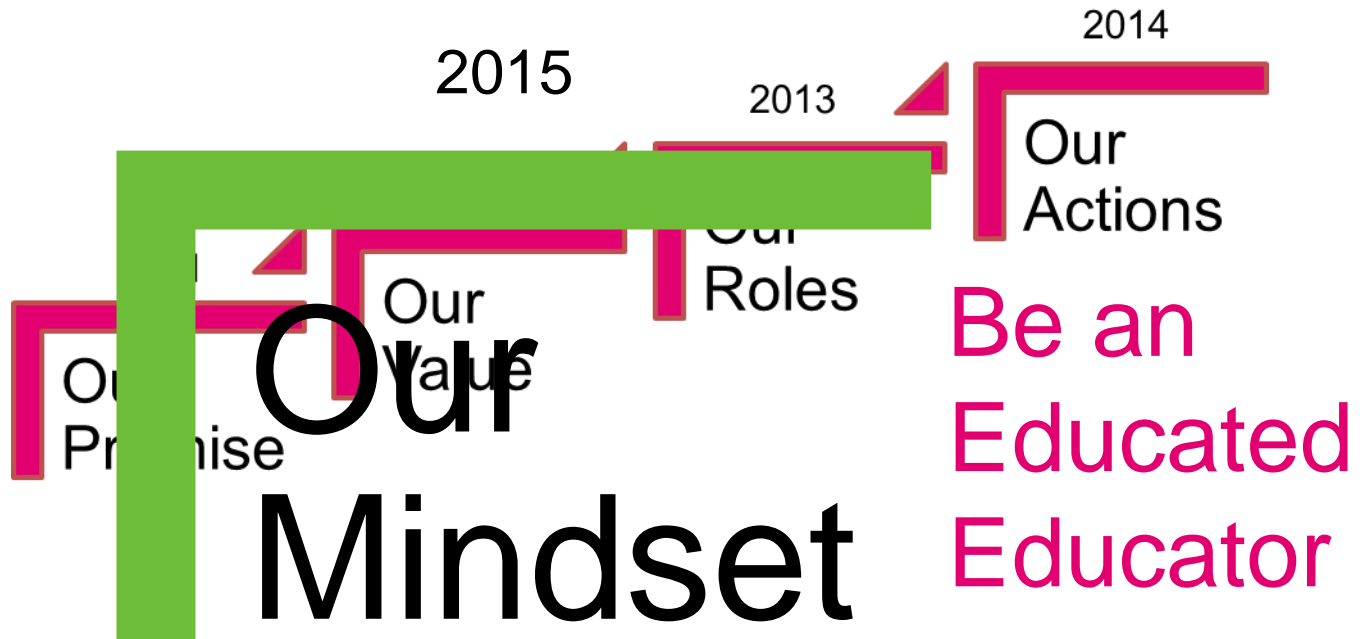
**We are the best first  
point of contact to help  
planners FIND the right  
fit for any size meeting.**

2012  
Be Inquisitive  
Be Consultative  
Be the Driver

2013  
Comprehensive View of the  
Destination  
**Our  
Actions**

2014  
Artise  
In-Market  
Trips  
Planners!

# DMO Sales Pro's Evolving Role





What do planners say?



Estimation of costs in this ever changing economy.

Figuring out how many will actually attend! Especially for new initiatives.

Findign the venue that meets all the specific requirements of a food show and entertainment and hotel needs.

Finding adequate meeting space at an affordable rate in a location that our attendees will like.

Finding a facility that has availability for my dates.

**WHAT IS YOUR PAIN POINT?**

Finding a hotel that is dog friendly and ~~will accommodate the dogs for our annual dog show. Also, one that is close to the airport or easy to get to and from the airport.~~

Finding a hotel that is reasonably priced in terms of rooms as well as food costs.

finding a location that fits our group, is in our price range, in a city that is easy to travel to

Finding an affordable, accesible, city that my attendees will be excited to come to that will work with my booking parameters.

**Planners don't associate**

Finding appropriate space at affordable prices.

**-top of mind-**

Finding a property that has enough meeting space with specific square footage and the ability to have that meeting space on 24-hour hold for an entire week.

Finding a space that fits our small -medium sized conference with large meeting room space requirements relative to a small sleeping room block, and my very limited budget (aiming to stay under \$15,000 for two day event)

**CVBs with FIND**

Finding attractive sites at low costs


Finding a venue

Finding a venue that fits my specs closer to hotels that fit my specs.

Finding a venue that presents the right atmosphere for our customers without costing us an arm & a leg. We have







Planners

Destination  
Offerings

opportunities



## The Continuum of Earned Trust with Planners and Hotels



Transactional

Valued Partner

## DMO Sales Professionals Who Are Drivers

- Sell value of the DMO partnership before selling the destination
- Build a better destination specific RFP
- Give valuable consultative advice and opinions
- Stay involved during and after the business is booked



We are the best **FIRST** point of contact to help planners **FIND** the right fit for **ANY SIZE** meeting.

## CVB Promise and Value To Planners


- Local expertise.
- Extensive in-market relationships.
- Comprehensive view of the destination.
- Free to you!





## 7 Ways Consultative Advice from DMO Pros Serves Planners!

- 1) Perspective
- 2) Expertise and Specialized Knowledge
- 3) Best Practices and Proven Methodology
- 4) Strategic Mindset
- 5) Analytical Horsepower and Data Mining
- 6) Advocacy
- 7) Cost Savings and Extension of Staff



“ If I didn't use a CVB, I'd be spending a lot more of my own time on the Internet researching. And even then, I wouldn't know everything they know. They understand the unique offerings and destination demand factors better than anyone.”

- SANDI HALL, VICE PRESIDENT, MEETING MANAGEMENT,  
AMERICAN BANKERS ASSOCIATION



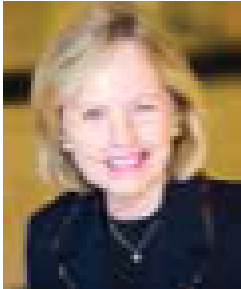
# PERSPECTIVE

# KNOWLEDGE



“Using a CVB is like using Wikipedia because I know I can get quick and reliable answers.”

- KAREN BRADLEY  
BURNETT, SENIOR  
DIRECTOR, CONFERENCE  
& MEETINGS, AMERICAN  
ACADEMY OF PHYSICIAN  
ASSISTANTS







# BEST PRACTICES & PROVEN METHODOLOGY

“Today the relationship between a planner and a CVB can be so much more strategic and meet everyone’s needs. You can build a partnership with your CVB destination expert to ensure we are all listening to our clients’ needs and finding the right solutions. They are a resource that can be trusted to deliver destination-specific expertise and to take a lot of the burden out of finding the right fit for any size meeting.”

- KATHLEEN HEDLUND,  
SENIOR DIRECTOR,  
GLOBAL ACCOUNTS,  
HELMSBRISCOE



**STRATEGIC MINDSET**

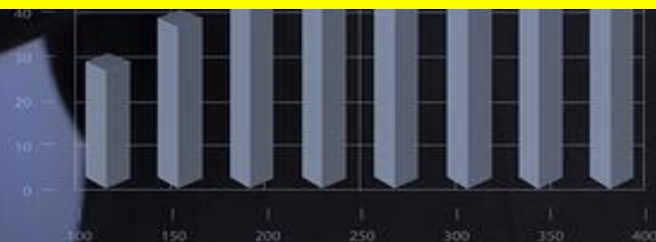


In today's market environment, meeting planners must understand the economics of supply and demand in any market where they are trying to book a meeting. In the month of January of 2015, for example, citywide hotel occupancies in the top 25 markets in the U.S. ranged from 40 to 80 percent occupancy. The local destination marketing organization can be the best source for planners who want to understand the general seasonality and/or day of the week demand trends in any market. Knowing when there are unique patterns of availability for hotel rooms can help the planner better manage and negotiate their terms and costs associated with a meeting."

- ROBERT A. GILBERT, CHME, CHBA, PRESIDENT & CEO,  
HOSPITALITY SALES & MARKETING ASSOCIATION  
INTERNATIONAL



# ANALYTICAL HORSEPOWER & DATA MINING





# ADVOCACY



I compare the relationship to a partnership. They have my best interest at heart and want my association to succeed in their city. They are advocates for both my association and the city they represent, like a bridge that brings us together."

**- GRETCHEN BLISS, CMP, DIRECTOR, MEETINGS AND CONFERENCES, MEDICAL GROUP MANAGEMENT ASSOCIATION**





**COST SAVINGS**

## Key Steps to Sustaining the CVB Sales Professional Value

1. Across the industry; talk the same language & promise the same thing
2. Take action and adopt new roles to support both planners & destination stakeholders
3. Join the industry movement in educating planners about our value



Stay Connected  
Be a DMO Champion

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