

From service provider to
partner - professional
marketing & sales for venues





30 years in senior positions in venue marketing and sales

Centers: Small and Big, city and rural area

Capital cities and second destinations

Lecturer in various universities in Austria, Azerbaijan, China and Vietnam

Since September 2015 start of own company

..... Deep knowledge, a broad understanding of the client's need, issues and expectations, an understanding of industry trends and the ability to act as a true adviser to the client are all pre-requisites for a successful sales executive.

I have always been a great believer in a long term sales and marketing strategy. In this highly competitive market it not easy to stand out but in my view a long term vision and implementation strategy always wins over short-term opportunism.

Ben Goeddegebuure, Global General Manager EMEA
Maritz Travel Company

AGENDA

1.

Which changes have taken place over the last years and what is the situation for venues right now?

Challenges for associations and corporations

2.

Sales and marketing strategies

Examples

Professional solution provider

3.

Forecast 2016

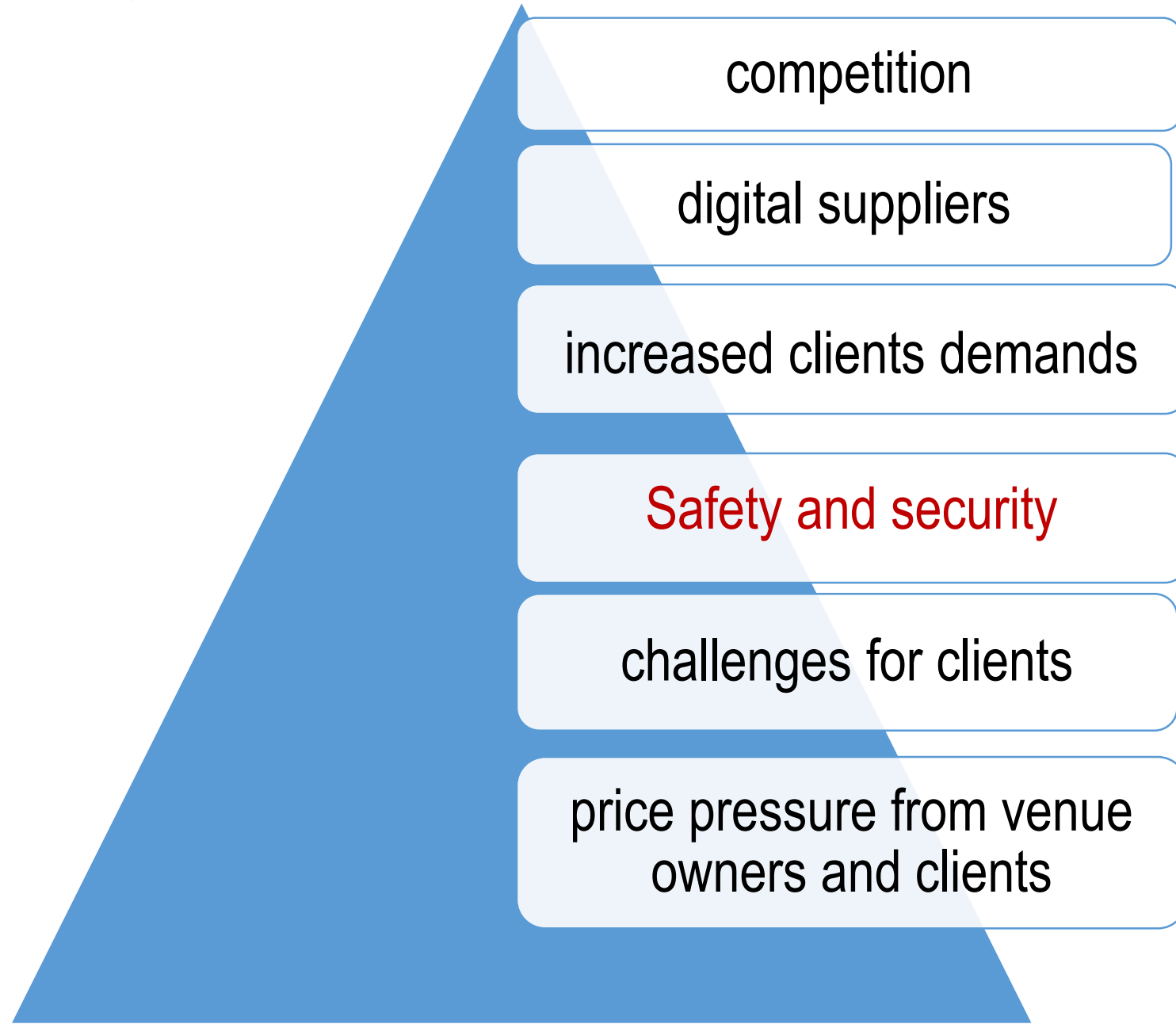
What can be the first steps and summery

Part 1.

Which changes have taken place over the last years and what is the situation for venues right now?

Challenges for associations and corporations

Situation and changes 2016



Competition

- new centers in all parts of the world
- expansions of existing center
- renovations
- globalisation
- European Associations hold meetings outside of Europe



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Organization Type

Phone Number

Zip Code

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Meeting & Event Planning City Guide

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<http://www.cvent.com/rfp/event-venues>

Featured Destinations



VIEW PROFILE

DoubleTree by Hilton - Where Cookie Breaks Are Mandatory





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Increased clients' demands

- Search for partners and not only service providers
- more knowledge about their needs
- high technical demand
- one stop shop
- flexibility of venues
- flexibility of staff
- more research
- build up trust
- new formats – need of advise

New Challenge – Safety and Security

- Emergency plans
- Trained staff of professional partner
- Reconstruction or renovation necessary
- Close cooperation with the destination
- Measurements for the city
- Transparency for all participants
- Professional communication

Client's challenges

Need of more for less

- less sponsors

Retention of members

- fewer participants

More competition for scientific associations

Compliance rules – Pharmacodex

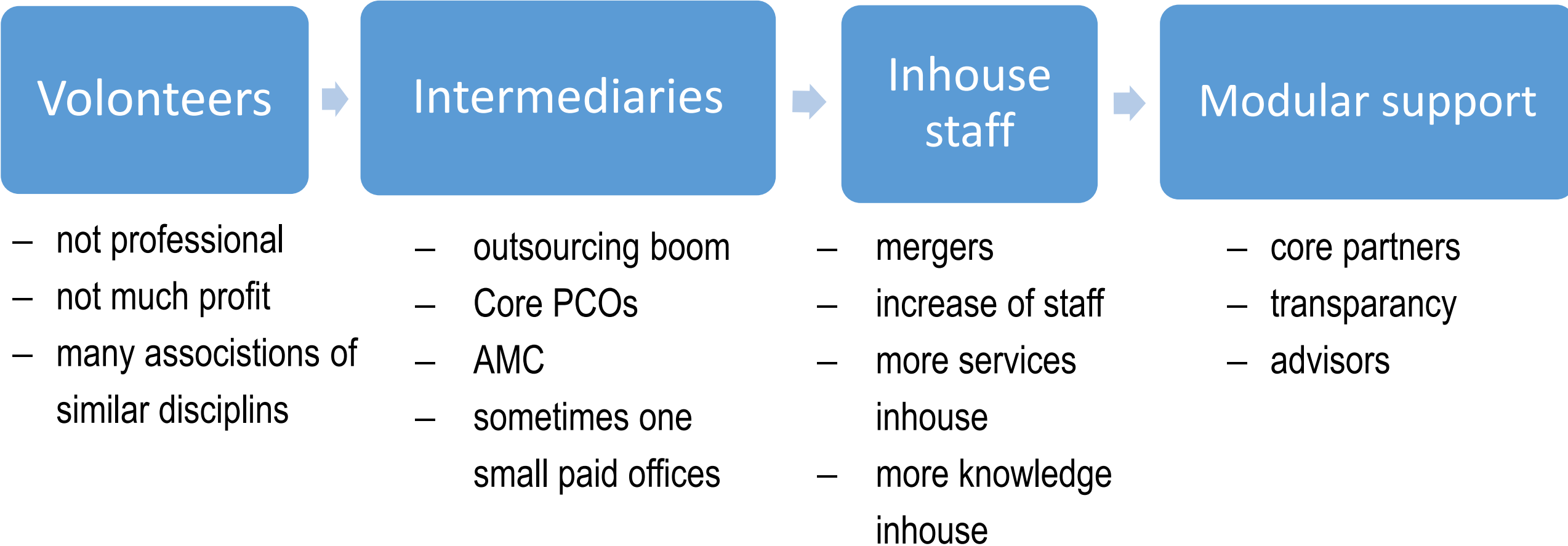
Technology

Accommodation change

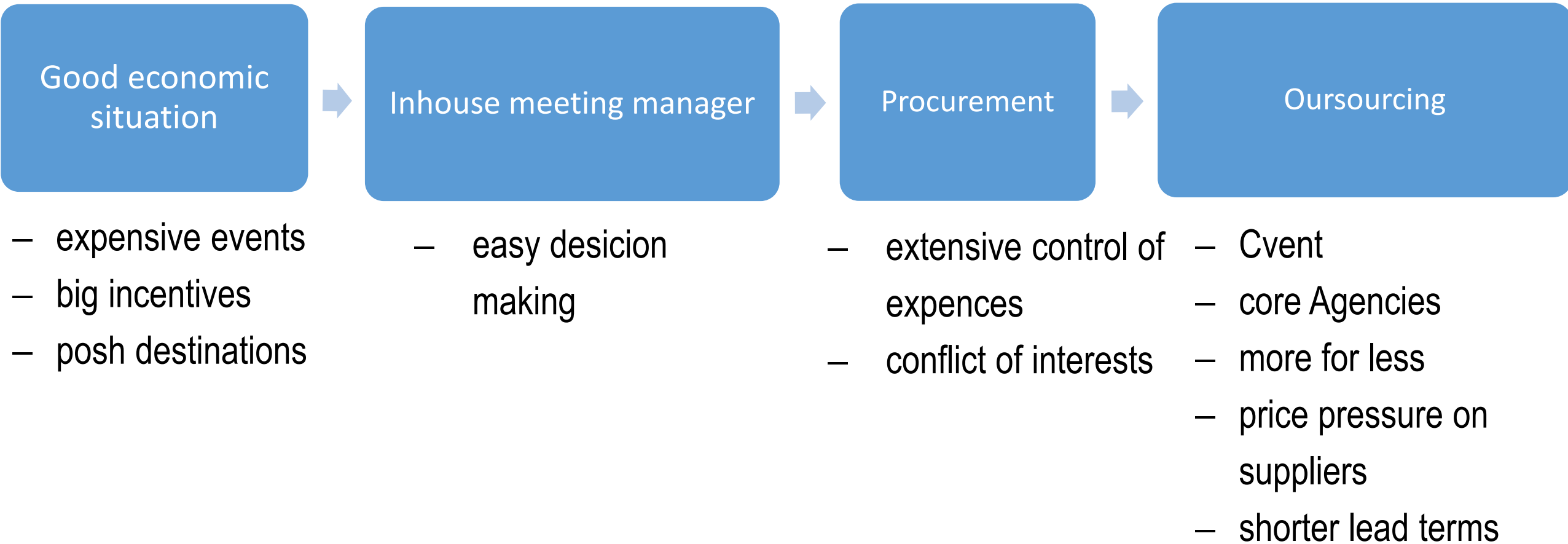
Price pressure for venues

- pressure on sales staff
 - less staff
 - more work with very extensive RFPs
 - ratio between offers written and business outcome is low
(10% or less)
 - more services for less money
-
- commission
 - reductions

Associations' development



Corporations' development



Which solutions do we have?

How can we cope with these increased demands?

A goal without a plan is just a wish

Part 2.

Sales and marketing strategies

Examples

Become a professional solution provider

"IN MARKETING I'VE SEEN ONLY ONE STRATEGY THAT CAN'T MISS - AND THAT IS TO MARKET TO YOUR BEST CUSTOMERS FIRST, YOUR BEST PROSPECTS SECOND AND THE REST OF THE WORLD LAST."

JOHN ROMERO



This is obvious but **not** clear!



But instead.....

Our core and most important client is a European Association with congresses of max. 1200 participants and an exhibition space of 4,000 m² net.

Up to 10 parallel sessions are possible.

Furthermore, the economic and scientific strengths of our destination are oil, gas, IT and road development. Therefore, my peak clients should also cover one of these subjects because in this case we can better cooperate with the city.

We know the contribution margin these clients can have and what approximately their lead time is.

We also know how to deal with them pricewise.

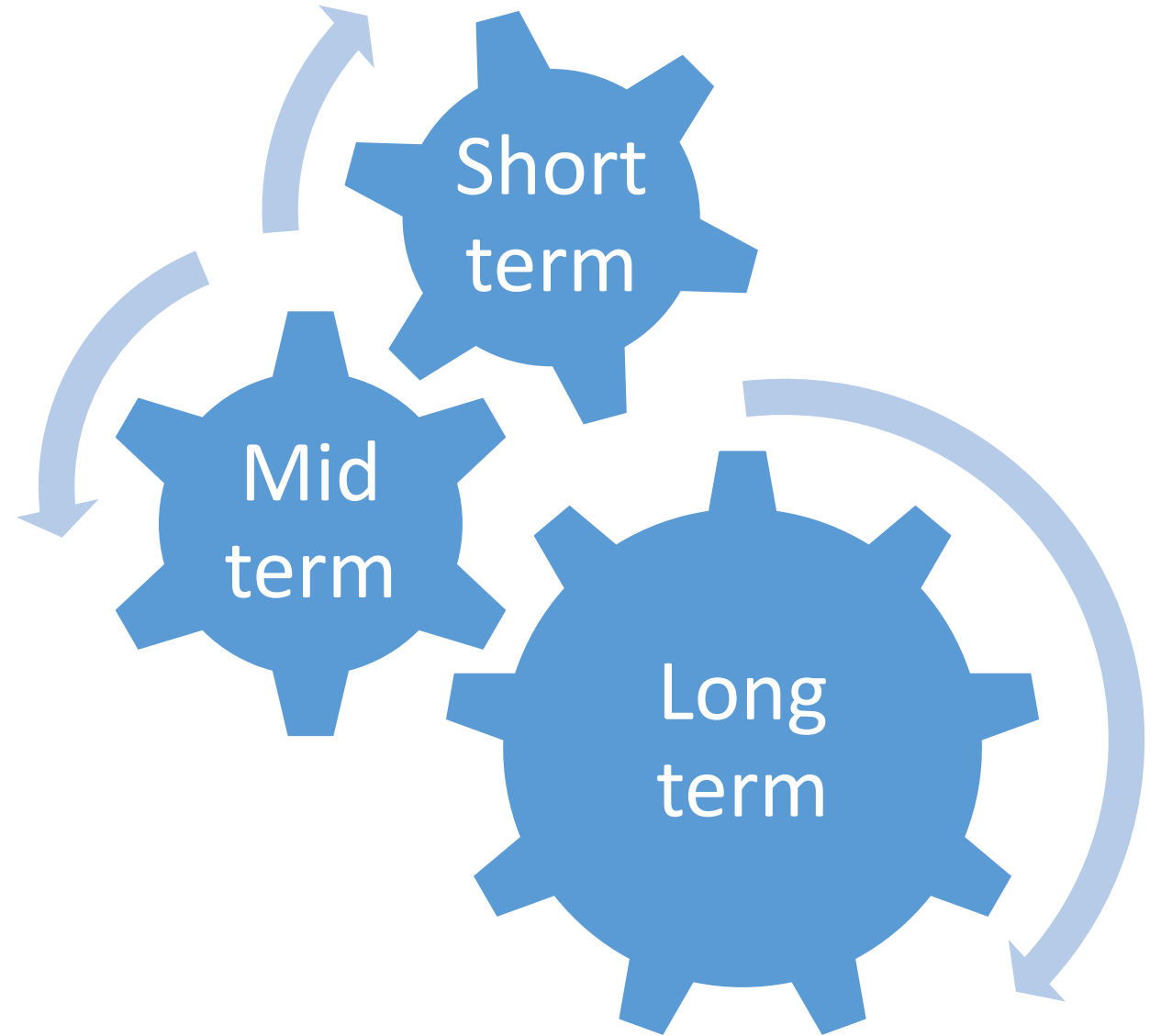
Furthermore, we also have at least some knowledge how our core competitors deal with these clients and what we do better, worse and equally good as our core competitors.

Different types of clients – different lead terms

- 1) International Associations
- 2) National Associations
- 3) International corporations
- 4) National corporations

- 1) International Concerts
- 2) Other local events

Exhibition Centers have additional challenges of long term exhibitions



What makes the difference?

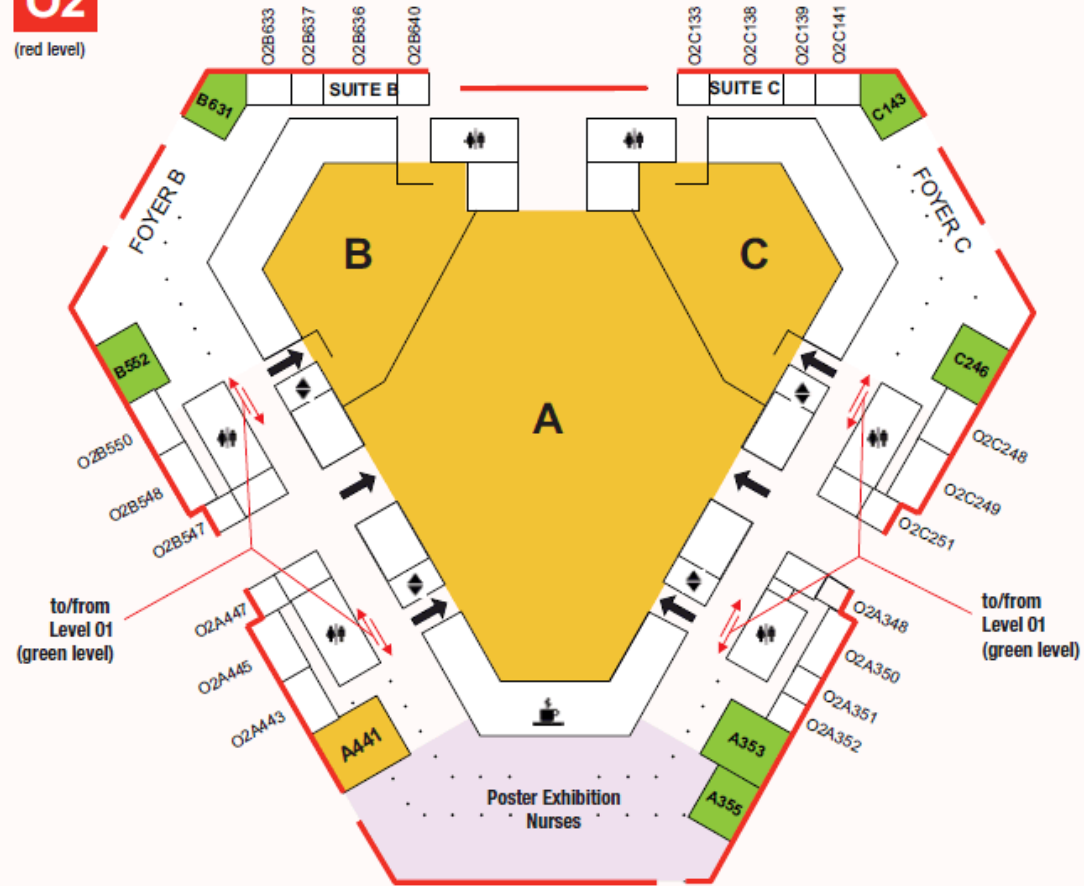
- Deep knowledge about core clients
 - Being a solution provider
 - Clear focus for research
 - Building up a close relationship
 - Repeated business
-
- Clear focus for the sales people
 - More responsibility for the staff
 - Reduction of try and error in marketing plans
 - A clearer view for all sales activities in

And we know which requests we
must or can decline

Austria Center Vienna

Second Floor

Level
O2
(red level)



Messe Congress Graz



- know the issues of your clients
- become a solution provider instead of a hall rental supplier
- be part of the success of the meeting
- transparency
- clear pricing
- have a continuous relationship with the core clients

- know your competitor
- research
- no cold calls – clear focus

- have a focused marketing plan
- save time and money by avoiding too much trial
- and error



Part 3.

Forecast 2016

First steps for venue suppliers and summary

American Express Forecast 2016



Top Meeting trends

- 1) North America: Hotel deals become more and more difficult – seller's market
- 2) Lead time become scarcer – Flexibility will be the key in the future
- 3) F&B gets healthier but also pricier – family style meals – back to the roots
- 4) Meetings become experiences – increased participant's demand
- 5) Mobile Apps a must – even for smaller events
- 6) Virtual and Hybrid Meetings multiply

- Summary

Identify your core clients
Identify their contribution margin

Know your competitors
Know your USPs

Determine your seasons

Determine your need dates

Determine your price margins

Know your clients needs
Know how to help them for the best
performance in your venue

Adopt the marketing plan to the strategy

Adopt the pricing to the strategy

if possible

Adopt the venue to the needs of your core
clients

Have the courage to decline requests

Have a better relation between bids and
confirmed business

Have more business and a long term relationship with all the clients you want and need and less frustration with lost bids and of course a lot of repeated business.



Get started now!!

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