



Our Clients

*Our success is vested in
our clients' successes.*

Talking about clients

AGENDA

1. Definition of clients – segmentation and needs
2. How to deal with RFPs
3. Site inspections in venues
4. Round table discussion and dealing with your topics

Definition of clients

association – international

association – national

corporate - international

corporate – national

social events

cultural events

political parties - local events

exhibitions

Regular customers



Answers to be found:

are A clients – **must win**

first option

Service level

pricing – reductions or free services

intermediaries – commissions

education

Customer relation management

Media – social media

- **Associations international**
- Ideal size for your venue (1000 pax??)
- Lead time: 3-5 years
- Seasonality: spring and autumn
- Pricing structure: mostly price conscious
- Added value for the city: high
- Turnover for the venue: varies
- Active sales today for 2019 and beyond





- Corporate Clients national
- Ideal size for your venue
- Lead time: 12-2 months
- Seasonality: all year round?
- Pricing structure: wealthy
- Added value for the city: lower
- Turnover for the venue: high
- Active sales today for 2018 and less



✓

Answers to be found:

✓

Hotel: are A clients – **must win**

✓

Center: B – clients but not to neglect

✓

first option

✓

Service level

✓

pricing – reductions or free services

✓

intermediaries – commissions

✓

education

✓

Customer relation management

✓

Media – social media

- Social events/banquets
- Ideal size for your venue
- Lead time: 12-2 months
- Seasonality: all year round?
- Pricing structure: varies
- Added value for the city: low
- Turnover for the venue: high
- Active sales today for 2018 and less

- ✓ **Answers to be found:**
- ✓ Historic venues: A clients – **must win**
- ✓ **Center: C – clients**
- ✓ first option/ second option when/
- ✓ Service level
- ✓ pricing – reductions or free services
- ✓ intermediaries – commissions
- ✓ education
- ✓ Customer relation management
- ✓ Media – social media





The regular customer Pros and sometimes Cons

Pros:

GREAT

Loyal

Less Sales Effort

Security of Income

Good advisors

The ultimate goal of every sales person

But maybe not in every case

Cons

Fit the strategy

Are 1st class passengers, but passengers

If you build a strategy sometimes you have to say “no”

Every clients has different needs

- Sales
 - Different in every single case
 - Trade shows (national and international)
 - Memberships (national and international)
 - Sales calls (only for certain clients a possibility)
 -
- Customer relation
 - Invitations (only with certain clients possible)
 - Share ideas (big associations)
 - Ambassadors program
 - Advisory boards
 - Social media groups
 -

- The importance of a decent client database!!



PR

Social Media

Advertisement

Promotion

Pricing options

- Short term business $\neq$ long term business
- Filling up need dates
- Filling up open dates also long term
- Loyalty bonuses for regular clients
- Commissions
- More years contracts with associations
- More years contracts with intermediaries – commissions

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- The background of the slide is a collage of various colored paper scraps in shades of blue, yellow, pink, green, and orange. Each scrap features a large, bold, black question mark, creating a visual theme of inquiry and questions.
- Are you totally satisfied with your sales activities
 - Would you change your sales activities?
 - What would you like to do differently?
 - What would you like to add?
 - Do you have a track record of how many leads you generate at trade shows and what the real outcome is?
 - Do you have a pricing policy and is it ideal?

Requests for proposal

general observations

difficulties and opportunities

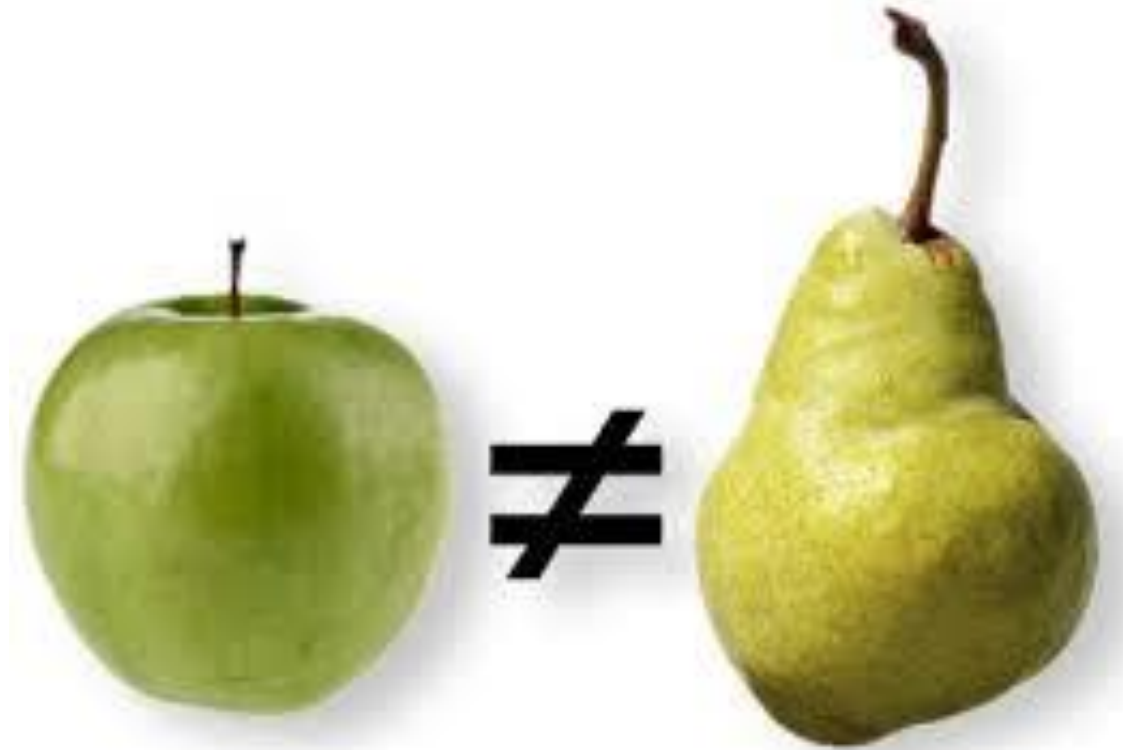
how to work with intermediaries

how to “deal” with the increasing demand

Offer

Request for Proposal

- 1) Compare apples to apples
- 2) Find best quality **or** lowest price
- 3) or best quality for the lowest price



If you are a service provider ...

Personal contact is key!

Challenges

- Very short response times for the offer
- How to make your offer comparable
- Intermediary – not direct contact to the client
- Knowledge about decision making process
 - Corporation
 - Association
 - Governmental bodies



Options for the service provider



But also clients should think of
10 reasons why venues get furious:

1. You refuse to share the name of client
2. You refuse to share how many other venues you're holding
3. You have made 10 enquiries without confirming one single piece of business
4. You never acknowledge receipt of the RFP response
5. Your brief has no details
6. You're always looking for discounts
7. You have totally unrealistic expectations about response times
8. You don't read the RFP response and then call with silly questions
9. You never pay on time or follow the terms of the contract
10. You treat them like vendors not partners

But of course.....

Every RFP is an opportunity

The goal

- send a comparative offer where you show your strengths

Therefore

1. Research, investigate, talk to colleagues
2. Stick to the questions
3. Ask questions **and pick up the phone**
4. Coordinate the other suppliers in your center – One stop shop

How to stick out of the crowd

- Knowledge
- Professionalism
- Relationship
- Cooperation within the city

How to stick out of the crowd

- Try as much as possible to get in touch with the clients
 - Ideally face to face
 - Pick up the phone
-
- Visit of previous events
 - Participate in education dedicated to event management
 - Or association management

How does a good RFP look like

- Title or at least subject
- Possible dates
- Number of participants
- History (if applicable)
- Rotation pattern (if any)
- Decision making process (for associations)
- Who decides
- Intermediaries yes/no

How does a good RFP look like

- **Hall and Room requirements**
 - Parallel sessions
 - Exhibition
 - Poster
 - Catering
- **Social Program**
 - Dinner functions (included or not)
 - VIP dinners
 - Transportation
 - Welcome evening
- **Overnight stays and room blocks**

How does a good RFP look like

- **Financial Obligations**
 - Sponsorship
 - Who pays what
- **Technical Facilities (if known already)**
 - External
 - Internal

Research

- Google
- Databases
- Colleagues



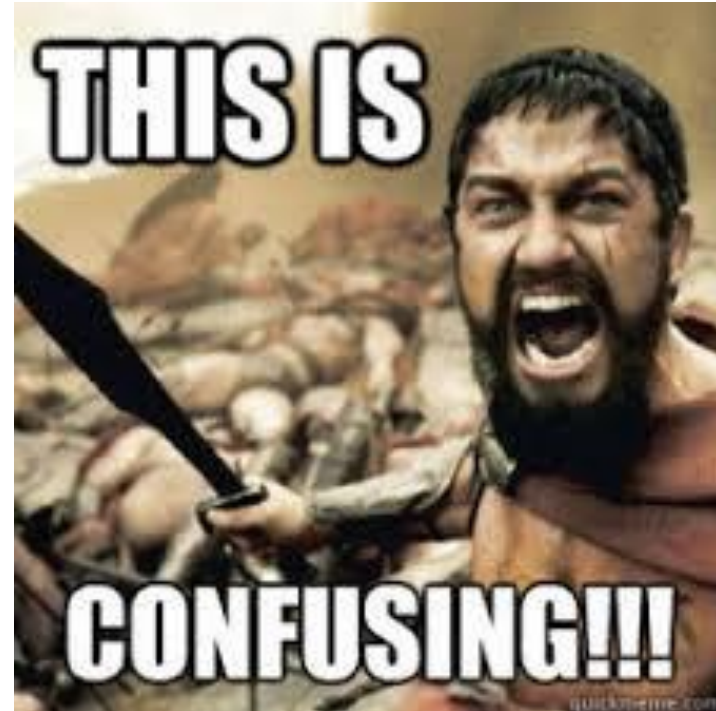


- Evaluate – how does it fit
- Make your offer only if it really fits
- You are welcome to give solutions if they are better than what the client is asking – you are the expert of your venue

- Ask for deadlines
- Ask when decision will be made
- Keep deadlines also from your side!

Your Offer

- Stick to RFP
- Important things first
- Short
- Clear
- Try to stick out of the crowd!
- Tailormade information, maps and pictures are crucial

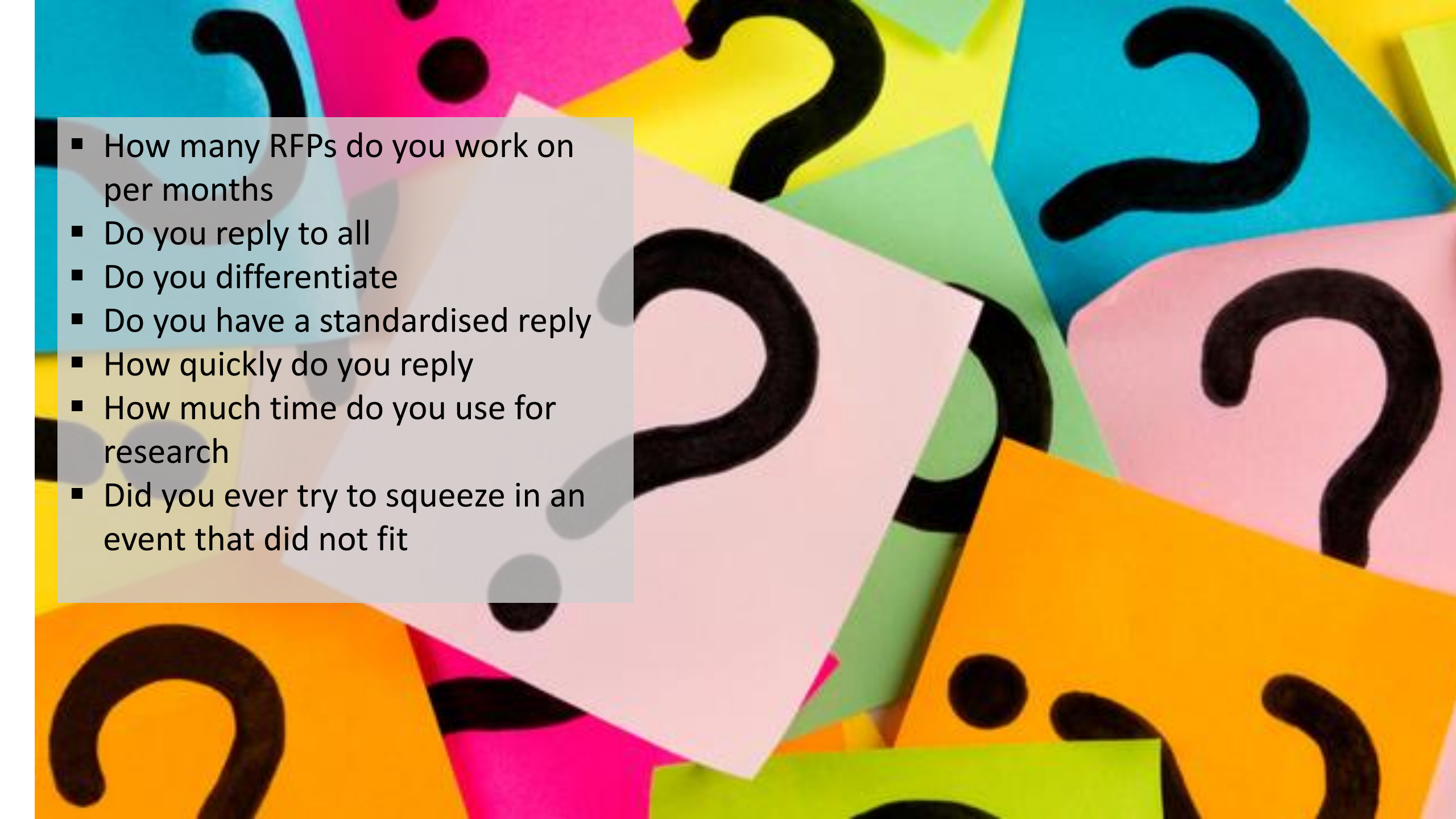


If you are on the shortlist

- Follow up
 - Second offer
 - Third offer
- Site inspection
 - Forth offer
 - Fifth offer.....



- Not always easy to stay patient and friendly!

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- The background of the slide is a collage of various colored paper scraps in shades of blue, yellow, pink, green, and orange. Each scrap features a large, bold, black question mark. The scraps are layered and cut at different angles, creating a dynamic and abstract visual effect.
- How many RFPs do you work on per months
 - Do you reply to all
 - Do you differentiate
 - Do you have a standardised reply
 - How quickly do you reply
 - How much time do you use for research
 - Did you ever try to squeeze in an event that did not fit

Site
inspections
and
Fam trips
in
venues

TRUST is Built on



FIRST IMPRESSIONS

Fam Trips

- Before
- **Who is coming!!!! - Strategy**
- There are no unimportant guests – but it defines the amount of effort and money
- Food and drinks – clarify with CVB
- Try to show them what is important for **their** business - Maybe this is not 10 different rooms???
- Make them remember you – **creative ideas!**

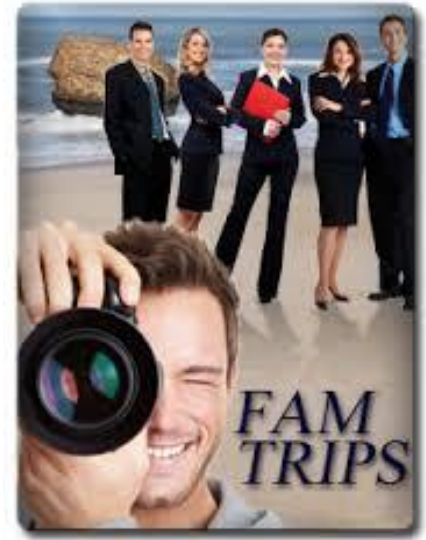


Fam Trips

- During
 - Maybe the CEO is present to welcome?
 - Small groups
 - Ask, Ask, Ask!
 - Network during food and drinks are served

Fam Trips

- After
- Follow up individually – Fotos!
- Send some **relevant** info
- Write everything in detail into the **database** – especially if someone was not interested in your product – waste of time in the future
- Appointments at trade shows
- Define the effort according to the strategy



Site inspection at the venue

- Service level according to the strategy
 - A client – maximum
 - C client – as much as possible – there are no unimportant guests, everybody could come with another piece of business in the future.

Site inspection at the venue

- Before:
- Discuss the timetable
- Who will participate
- Brief the participating business partners
- Send the client a time schedule
- Make a room reservation in your venue for the meeting

Site inspection at the venue

- Before:
- Clean the rooms you want to show if empty
- Clean the toilets
- Think of drinks and food – ideally according to the needs of the client
- Who will participate
- Brief the participating business partners
- Send the client a time schedule
- Make a room reservation in your venue for the meeting

Site inspection at the venue

- During the visit
 - Welcome panel or screen if possible
 - Presentation according to the needs of the client
 - Maps tailor made
 - Keep the schedule – Partner suppliers need to be in time
 - No change of contact person
 - Involvement of operations team
 - Technicians
-
- Take your time but keep the time schedule as much as possible



Site inspection at the venue

- After
- Make clear tasks – who is doing what until when
- Keep you deadlines or say if you can't
- Minutes for your own database
- Share the knowledge

The background of the image is a collage of various colored sticky notes (yellow, orange, pink, blue, green) scattered and overlapping. Each sticky note features a large, bold, black question mark. A semi-transparent grey rectangular box is positioned on the left side of the image, containing three lines of text.

Can you tell us about some creative ideas you realized with fam trips

Would you share any negative experience with us

How do you want to stick out



Summary

1. Types of clients
2. How to adopt the marketing plan
3. How to deal with RFPs
4. How to deal with Fam trips
5. How to deal with site inspections