

Better TOGETHER

A GROUP SALES EDITORIAL FOR OUR HOTEL COMMUNITY



*Preferred*SM
HOTELS & RESORTS

FIRST EDITION JUNE 2020



LETTER

from the Editor

“When written in Chinese, the word crisis is composed of two characters – one represents danger, and the other represents opportunity.

- JOHN F. KENNEDY

We Engineer Potential, Foster Trust, and Co-Create Brighter Futures

It was just 180 days ago that I stepped into my new role and dream job, focused on co-creating opportunity with a team of exceptional Group Sales talent and helping to propel Preferred into the next decade. I felt exhilarated by the clear path in front of me – a path punctuated only by potential and the Preferred Ideology. Our mission at the time remained steadfast – to provide value and success to our two main stakeholders: our fantastic member hotels and our wonderful clients.

We finished 2019 with a BANG and the first two months of 2020 were even better than anticipated. We were poised to beat all the goals we had set for ourselves. And then COVID-19 happened.

This was certainly not the type of curve in the path that I expected to navigate in my first 180 days, but nonetheless, there it was, and here we are. But I want to reassure you that, no matter the obstacle, our mission to provide value and success to our stakeholders remains steadfast.

The path to success will look a little different this year, given that the landscape has drastically changed. As always, we will walk it hand in hand, and we will walk it Better Together.

We Believe Change Creates Opportunity

In this first-ever edition of Better Together, we focus on how to set ourselves up for success in the ever-changing, post-COVID landscape with new best practices, updated informational resources, and more.

As with all great change, what comes after is the new “normal” – a normal that will require and revolve around flexibility, safety, empathy, and trust. A normal where these sentiments are our clients’ new Hot Buttons. Now is the time for us to be Better Together by embracing these sentiments to capture and take advantage of novel and unexpected opportunities.

Cheers to brighter days ahead,

Amy Butterfield

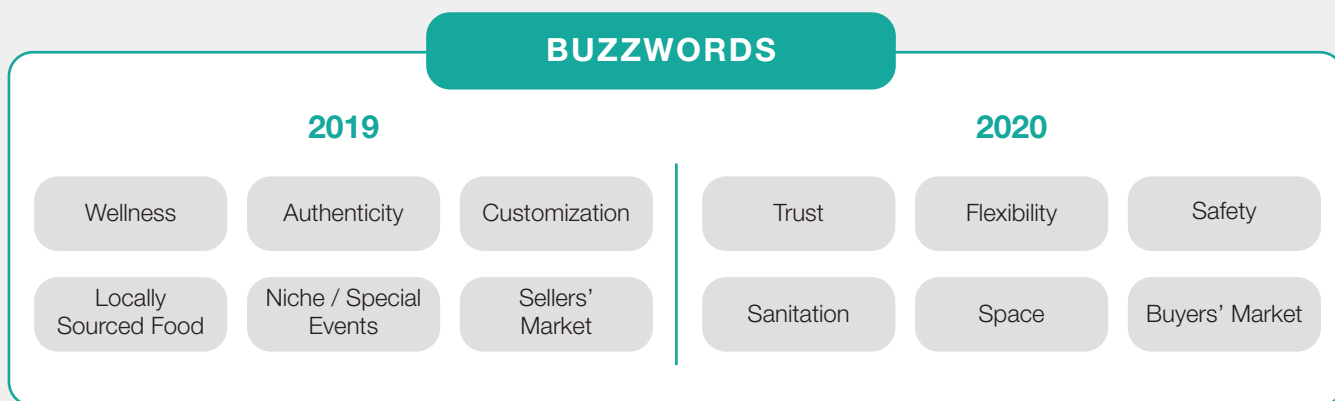
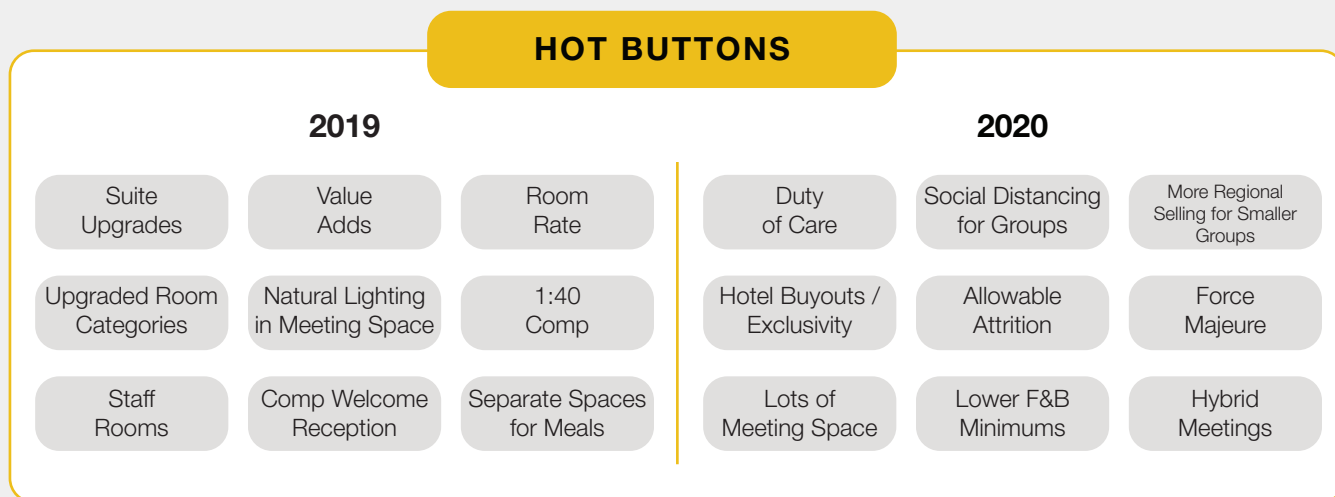
Senior Vice President, Group Sales

BEST PRACTICES IN A *Buyer's Market*

Get the scoop on the latest information and action gleaned from our recent COVID-19 Town Hall Series of discussions between Preferred Hotels & Resorts, hoteliers, and clients, including the latest 2020 Buzzwords and Hot Buttons; the importance and power of flexibility for a smart rebound and recovery; and what current clients are saying.

A Comparison of Client Buzzwords and Hot Buttons

2019 vs. 2020



From the above chart, it's clear that what matters to clients has evolved in conjunction with the spread of COVID-19. Far from the value-add focus seen in 2019, the Hot Buttons and Buzzwords for 2020 focus on health, safety, and flexibility. It's that flexibility – in both offerings and contracts – that will be key in establishing new clients while maintaining pre-existing ones.

Flexibility and Successful Rebound and Recovery



In today's fast-changing landscape, it's important to remember to not only treat new groups with care, but offer that same level of treatment to those already on the books. As noted above, be proactive in providing flexibility to these groups and help brainstorm options for success.

Additionally, encourage your teams to reach out to their customers arriving in 2020 and consider asking:

Where do they expect their numbers to come in? Then ask yourself: Can you manage some flexibility with an F&B minimum? Are these groups blocked in the right space or can you move them into a larger ballroom to accommodate without asking? In short, adaptability and a willingness to address individual groups' needs will be crucial to keeping and gaining future clients and building greater loyalty.

WHAT OUR CLIENTS ARE *Saying*

See what key global clients have been saying over the course of our recent Town Hall Series of meetings and webinars:

“Reimagining every part of meeting delivery will need to be a collective effort between hotels and clients.

- Nationwide

“Virtual meetings and solutions will be critical moving forward to the meeting business as well as a hotel's success.

- ITA Meeting & Incentives

“Safety for our travelers and meeting attendees is our first priority and how hotels will determine their success in the 'New Norm.

- BCD Meetings & Events

“The size of Preferred's hotels will provide a competitive advantage as exclusivity will be a huge selling feature to our clients.

- ConferenceDirect

THE WAY OF THE FUTURE -

Virtual Touring and Selling

Spotlight on Alliance Partner: Visiting Media

As one of the fastest-growing sales technology platforms serving the hospitality industry, TrueTour™ by Visiting Media is a bespoke 360°, 3D selling platform designed to increase selling efficiency, sales team revenue, and booking speed for group sales teams.

Visiting Media's virtual platform currently leads the industry in helping hotels and resorts respond to COVID-19 market changes, especially when it comes to implementing virtual touring and selling capabilities at an enterprise scale. In response to COVID-19, Visiting Media has established a subsidy fund for Preferred Hotels & Resorts customers that **ELIMINATES ALL 2020 COSTS!**



To learn more:

Visit <https://visitingmedia.com/preferred-covid-19-incentive/> and [PreferredNet](#)

IMPROVED HOTEL RESOURCES FOR

Group Sales

Our new and improved Group Sales portal features pertinent and robust content reflective of today's travel industry climate. Visit PreferredNet for recent resources such as:

1

[Top account profile deep-dives](#), [key strategic partnership profile](#) analyses, our [sales manual](#) that maps out the entire sales process from start to finish including how to optimize your relationship with your PHR GSO, and [the global group sales team directory](#).

2

The latest information from our recent Town Hall Series, focusing on quality assurance, best practices, revenue management, and more – all updated to reflect the current situation within the travel landscape.

3

[Cvent training videos](#) for your review, including the Evolution of a Cvent Lead and instructions on How a Planner Adds an NSO to a Cvent Lead.

Strategic Partner UPDATES

We're excited to share new and expanded agreements with the following Strategic Partners. View PreferredNet.net for more details on how they can benefit your hotel.



[CWT Meetings & Events](#) partnership is now a global agreement



[Ideal Meetings and Events](#) is a new partnership in France, handled by Federica Scano, Manager Regional Sales and Office Operations and Nic Wood, Vice President Group Sales, Europe & the Middle East.



[Prestige Global Meeting Source](#) is our newest partner for 2020. Last year, this third party actualized \$150 million in group business, and conversations with their team have indicated a desire to book more business at independent hotels.

SPOTLIGHT ON THE *Pharmaceutical Market*



By Anne Chao, Director, Group Sales – Northeast & Pharmaceutical

Here's the good news: Pharmaceutical companies are still sourcing meetings. However, most are focusing on Q1 and Q2, 2021 - depending on their product and therapy focus.

The number one question pharma companies with groups between 20 and 500 are asking is: "How can our attendees social distance in your meeting spaces?" These groups require

reassurance that precautionary measures are in place. In fact, in many of their RFPs, hotels will address questions on post-COVID-19 meeting spaces and F&B safety practices. Hotels must implement a clear plan and procedure to address these concerns.

Pharma companies will also be focused on hotels that can accept their addendums and standard contacts. In the past, this may

have been a challenge for the independent hotel, but during this time it is a great opportunity for Preferred hotels interested in capturing pharma meeting to set themselves apart from their competitors and be more enticing toward these types of groups.

View [Top Pharmaceutical Accounts](#):

- [Merck & Company](#)
- [Pfizer](#)
- [View All Top Accounts](#)

INTRODUCING

Group Sales Office Hours

The Preferred Hotels & Resorts Group Sales Leaders will provide segment updates to assist you with maximizing your group sales efforts through a variety of one-hour, educational webinars. Hear from clients and industry partners and engage in discussions with your Preferred NSOs and fellow sellers and sales leaders from other member hotels around the world. See below for dates and details.

NORTH AMERICA

WEEK 1

June 11, 2020
8:00 AM PST / 11:00 AM EST

Guest Speaker Topic:
Virtual Selling with Visiting Media

Hosted by:
Amy Butterfield
Senior Vice President, Global Group Sales

Kate Nawracaj
Director, Group Sales, Midwest Corporate and Association

WEEK 2

June 18, 2020
8:00 AM PST / 11:00 AM EST

Guest Speaker Topic:
Updating your Force Majeure Clause

Hosted by:
Katy Gettinger Eagen
Vice President, Group Sales

Anne Chao
Director, Group Sales, Northeast US & Pharmaceutical

WEEK 3

June 25, 2020
8:00 AM PST / 11:00 AM EST

Guest Speaker Topic:
Best Practices for Success with Cvent

Hosted by:
Christie Pienaar
Vice President, Group Sales

Jennifer Collins
Senior Director, Group Sales, America West

EUROPE

WEEK 1

June 24, 2020
3:00 pm (15:00) BST

Guest Speaker Topic:
Virtual Selling with Visiting Media

Hosted by:
Nic Wood
Vice President, Group Sales, Europe & Middle East

Tessa Whalley
Director, Group Sales, United Kingdom

[View Events Calendar for the most up-to-date details and information.](#)

HOUSEKEEPING NOTES



LinkedIn

Join our newly created LinkedIn Group! Follow the link or search for "Preferred Hotels & Resorts Group Sales Community." Our vision is to have an open discussion platform designed by your Preferred NSOs to spark conversations, share best practices, and create a sense of community within our independent space.

www.linkedin.com/groups/13865606/

Events

With respect to the health and well-being of you, our clients, and our partners, all in-person events are cancelled through August 2020. As member hotels begin to reopen, we continue to investigate the possibility of virtual programs to take the place of cancelled events or pushing events back into Q3 and Q4.