

A scenic view of a coastline with a white car parked on a balcony, overlaid with a white text box. The background shows a blue sea, a white car, and a balcony with a white table and chairs. Pink flowers are visible in the top right corner.

*Preferred*<sup>SM</sup>

HOTELS & RESORTS

*Engaging with the  
Group Sales Team*

**Jennifer Collins**

Senior Director, Group Sales

**Kate Anthony**

Director, Group Sales



## *What's on the Agenda*

1. Welcome
2. Current Trends
3. Update by the Numbers
4. New Ways to Engage with Our Team
5. Panel Discussion
6. Q&A Session

# *Current Trends*

- Positive momentum with vaccine rollout
- Move, don't cancel!
- Short-term business and buyouts for boutique properties
- Larger programs for Q3 & Q4 2021 and beyond



# *Current Trends*

- Clients are casting a large net
- Long decision-making process
- Outdoor space is highly sought after
- Domestic incentive interest for 2021

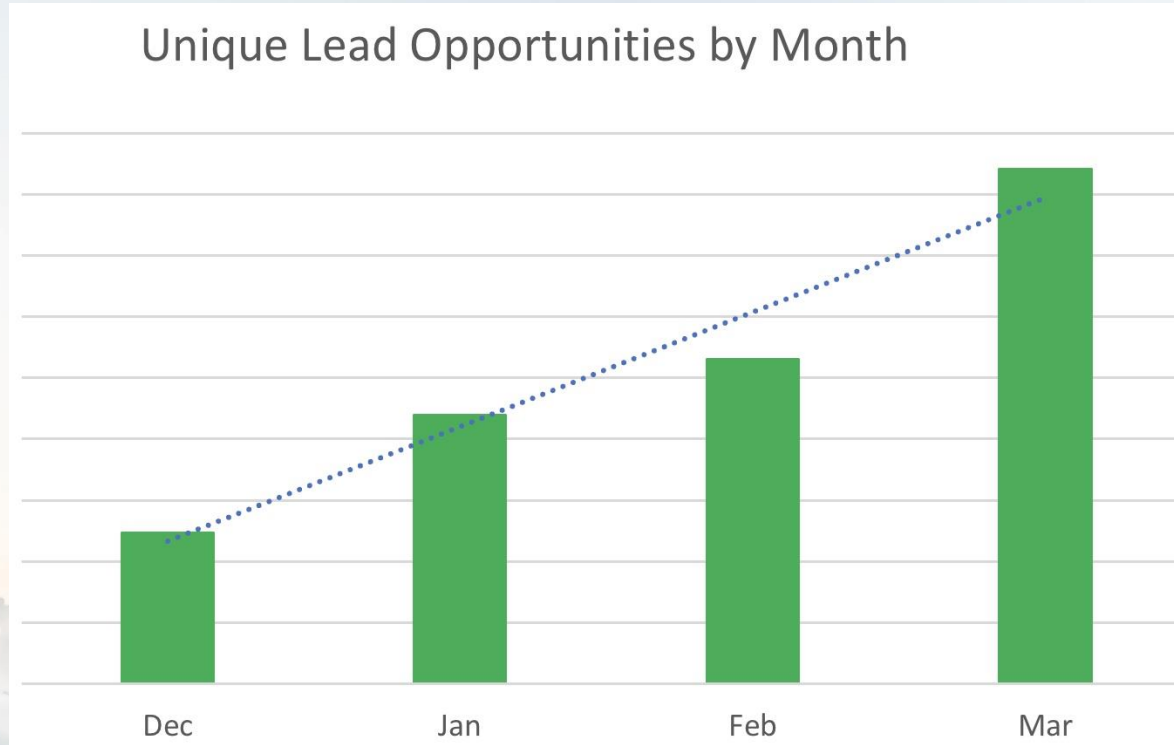


# *Buzzwords & Buying Factors*

- Safety
- Health
- Wellness
- Sustainable
- Flexibility
- Service Level Expectation
- Bubbles / Exclusivity
- Outdoor Spaces

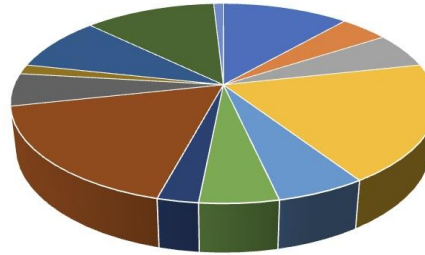


# Lead Growth by Month - 12/2020 – 03/2021



# Industry Lead Trends - 12/2020 – 03/2021

By Industry



- Association
- Auto
- Entertainment / F&B
- Financial / Insurance
- Government
- Manufacturing
- Other
- Pharma/Med/Health
- Professional Services
- Retail
- SMERF
- Technology
- Transportation / Energy

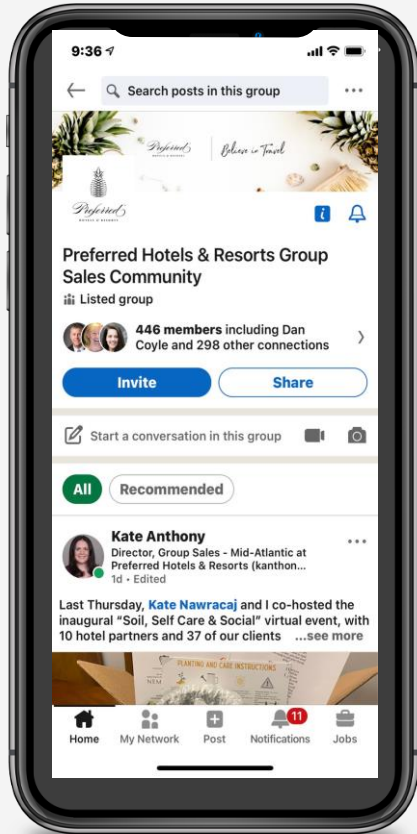
# LinkedIn

- Send us content that we can share with our network
- Images, videos, hotel offers, news
- Send to [Kanthonny@preferredhotels.com](mailto:Kanthonny@preferredhotels.com) – I can share with our team





# Join the Conversation on LinkedIn



## Preferred Hotels & Resorts Group Sales Community

- Be the first to hear PHR updates
- Network with other hotel partners
- Discuss industry trends
- Get to know our team better



# *PreferredNet Highlights*

- <https://preferrednet.net/>
- Sign in: email/password
- Global Group Sales





MY ACCOUNT   IDEOLOGY   COVID-19: RESOURCES FOR NOW & RECOVERY   **SALES**   EVENTS   MARKETING

I PREFER HOTEL REWARDS   REVENUE & DISTRIBUTION   PARTNERS & SERVICES   COMMUNITY   PHILANTHROPY & SUSTAINABILITY   Q

Home » Sales » Global Group Sales



## SALES

CONSORTIA SALES +

CORPORATE SALES +

LEISURE SALES +

**GLOBAL GROUP SALES** -

GROUP SALES MANUAL FOR HOTELS +

TOP ACCOUNTS STRATEGIC

## GLOBAL GROUP SALES



Dear Valued Hotel Partner,

Welcome to the Group Global Sales page of PreferredNet and thank you for being

## SALES

CONSORTIA SALES +

CORPORATE SALES +

LEISURE SALES +

GLOBAL GROUP SALES -

GROUP SALES MANUAL -  
FOR HOTELS

SALES PROCESS +

SALES CALLS +

SITE INSPECTIONS +  
/ FAM TRIPS

EVENTS +

CONTACTS &  
TERRITORY  
ASSIGNMENTS

TOP ACCOUNTS

STRATEGIC  
PARTNERSHIPS

INTERNAL SALES  
PRESENTATIONS

PHGMEETINGS.COM

"BETTER TOGETHER" -  
A GROUP SALES  
EDITORIAL

"OFFICE HOURS"

LINKEDIN COMMUNITY

SOURCE SAFELY  
CVENT INITIATIVE

## CONTACTS & TERRITORY ASSIGNMENTS

[Download the Group Sales Territory Map](#)

# Global Group Sales Team Directory

## Leadership & Sales, North America



**AMY BUTTERFIELD**  
Senior Vice President, Global Group Sales  
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## SALES

CONSORTIA SALES +

CORPORATE SALES +

LEISURE SALES +

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GROUP SALES MANUAL FOR HOTELS -

SALES PROCESS +

SALES CALLS +

SITE INSPECTIONS / FAM TRIPS +

EVENTS +

CONTACTS & TERRITORY ASSIGNMENTS

TOP ACCOUNTS

STRATEGIC

## GROUP SALES MANUAL

- **Sales Process**

- [Maximizing the Partnership](#)
- [Lead Response Management](#)
- [Top Accounts](#)
- [Cvent](#)

- **Sales Calls**

- [30-60 Day Rule](#)
- [Prior to Making Sales Calls](#)
- [Post Sales Calls](#)

- **Site Inspections / FAM Trips**

- [Prior to a Site Inspection](#)
- [During a Site Inspection](#)
- [FAM Trips](#)

Home » Sales » Global Group Sales » Top Accounts



## SALES

CONSORTIA SALES +

CORPORATE SALES +

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GROUP SALES MANUAL FOR HOTELS +

TOP ACCOUNTS

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INTERNAL SALES PRESENTATIONS

PHGMEETINGS.COM

"BETTER TOGETHER" - A GROUP SALES EDITORIAL

"OFFICE HOURS"

LINKEDIN

## TOP ACCOUNT PROFILES

Accounts are sorted alpha by Sales Director and then by Account Name

Account	Sales Director
<a href="#">Augeo (formerly MotivAction)</a>	Amy Butterfield
<a href="#">Altour Meetings &amp; Incentives</a>	Amy Butterfield
<a href="#">BCD Meetings &amp; Events - United States</a>	Amy Butterfield
<a href="#">BI Worldwide - United States</a>	Amy Butterfield
<a href="#">Bishop McCann</a>	Amy Butterfield
<a href="#">Creative Group Canada</a>	Amy Butterfield
<a href="#">Creative Group USA</a>	Amy Butterfield
<a href="#">Gavel International</a>	Amy Butterfield
<a href="#">One10 - Canada</a>	Amy Butterfield
<a href="#">One10 - United States</a>	Amy Butterfield
<a href="#">SDI Meeting &amp; Incentives</a>	Amy Butterfield
<a href="#">Verde Events, Inc.</a>	Amy Butterfield
<a href="#">American Express Meeting &amp; Events - Asia Pacific</a>	Andrew Kuek
<a href="#">BCD Meetings &amp; Events - Asia Pacific</a>	Andrew Kuek
<a href="#">Boston Scientific Corporation</a>	Andrew Kuek
<a href="#">CWT Meetings &amp; Events - Asia Pacific</a>	Andrew Kuek
<a href="#">Event Travel Management (ETM)</a>	Andrew Kuek
<a href="#">Allergan Pharmaceuticals</a>	Anne Chao
<a href="#">American Express Global Business Travel - Northeast US Corridor</a>	Anne Chao

## SALES

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LINKEDIN COMMUNITY

SOURCE SAFELY CVENT INITIATIVE

## ALLERGAN PHARMACEUTICALS

**Headquarters:** Lake Bluff, Illinois

**Company Web Address:** <https://www.abbvie.com>

### Key Contacts:

- Lisa Bennett – Associate Director, Event Planning (AbbVie)
- Adrian Drew – Executive Director – Sales Operations (Allergan)
- Judy Soltys– Director of Travel
- Stacy Ortiz – Sourcing Buyer – Madison Performance Group
- Julie Epelet – Meetings & Incentives
- Teri Curry – Sourcing Buyer - Maritz

**Profile:** AbbVie Inc. (AbbVie) is a research-based biopharmaceutical company. The Company is engaged in the discovery, development, manufacture and sale of a range of pharmaceutical products. Its products are focused on treating conditions, such as chronic autoimmune diseases in rheumatology, gastroenterology and dermatology; oncology, including blood cancers; virology,

In June 2020- AbbVie acquired Allergan for \$63 Billion.

### Top Products:

- Humira - Arthritis
- Zinbryta – Multiple Sclerosis
- Vraylar – for bipolar disorder
- Botox – medical aesthetics
- Juvaderm – medical aesthetics
- Refresh – eye care

### COVID-19 Interim Updates:

# Group Sales Events - Virtual



- Highly-interactive events
- Most events have less than 10 hotels in participation with about 25 clients
- Example of past and upcoming events include: instructor-led painting, virtual facial experience, cooking class with a celebrity chef, mixology class, build a succulent





# *Group Sales Events – In-person*

- In-person events are coming back!
- Houston and Dallas events taking place next week, California events in June
- Planning to have events in most major markets in 2021
- Size and timing will depend on gathering limitations in place



# *Group Sales Events - Tips*

- Register early
- Take time to use data (Pre and post event surveys)
- Following up is key
- Partnership with NSO team



# *PHGMeetings*

*<https://phgmeetings.com/>*

- Visual Sales Tool
- Consolidated info on one page
- Hotels control the content
- For login, email [Vnewman@preferredhotels.com](mailto:Vnewman@preferredhotels.com)





AA

phgmeetings.com



< Return to search results

# Preferred Meetings FIND HOTELS

Enter location or hotel name

# Guest Rooms:  
Any

Meeting Room (ft²):  
Any  
[\(switch to meters\)](#)

SEARCH



SEARCH BY MAP



The Fullerton Hotel Singapore, Singapore, Singapore

## WELCOME

With more than 650 destinations in over 85 countries, Preferred Hotels & Resorts has a hotel or resort that will match your needs. Our global sales team of 60 dedicated professionals offers comprehensive resources for corporate, association, and incentive planners looking for best in class properties for meetings and incentive travel. Submit your meeting, event, or incentive RFP with just a few clicks, and our team will step in to provide local expertise.

## FEATURED PROPERTIES



PARKHOTEL QUELLENHOF  
AACHEN

Guest Rooms: 144



INNS OF AURORA

Guest Rooms: 54



GRAND ELYSÉE  
HAMBURG

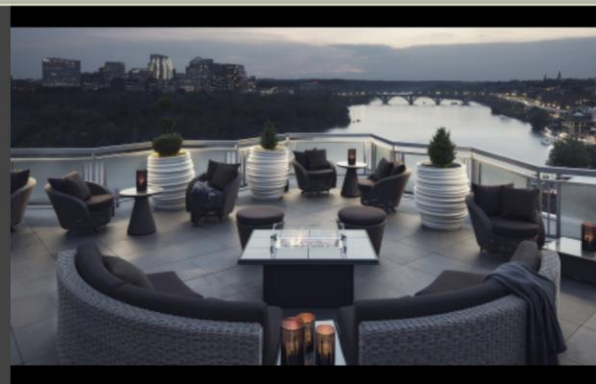
Guest Rooms: 510  
Largest Meeting Room: 11,603 ft²

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PREFERRED MEETINGS

**THE WATERGATE HOTEL**

Washington, District of Columbia

2650 Virginia Avenue, NW  
Washington, District of Columbia 20037  
United States**Website:**[www.preferredhotels.com/hotels/watergate-hotel](http://www.preferredhotels.com/hotels/watergate-hotel)**REQUEST PROPOSAL****AT A GLANCE**

Opened .....	1967
Renovated .....	2016
Guest Rooms .....	336
Suites .....	34
DBL/DBL .....	49
King Rooms .....	253
Check in .....	3:00 PM
Check out .....	12:00 PM
Smoking rooms .....	No
Pets allowed .....	\$200 p/p per stay
Valet parking .....	\$52 p/day

[Special Offers](#)[Hot Dates](#)[News](#)[Printable](#)**Step inside and witness the**

legendary revival of The Watergate Hotel. Following a \$200M renovation, this luxurious urban resort located along the

banks of the Potomac River has become a premier destination for discerning travelers and meeting professionals.

[View Map](#)

Steeped in history with a preferred location between Washington D.C. and Georgetown, The Watergate Hotel offers a comfortable lifestyle hotel with an updated

**COVID-19 Update**

[Hotel cleanliness policies are available to view on their respective hotel pages on PreferredHotels.com.](#)



## AMENITIES

<b>Business:</b>	<b>Recreation:</b>	<b>Nearby:</b>
Wireless Internet	Spa	Georgetown
24 Hour Business Center	Swimming Pool	Dupont Circle
Complete Audio Visual Menu	Roof-Top Bar	The White House
Work Areas In Each Guest Room	Whisky Bar	Lincoln Memorial
Full Concierge Services	Lounge	The Family Theatre
Limo	Dual Concept Restaurant	The Kennedy Center For Performing Arts
Sedan Services	Proximity To Rock Creek Park	Smithsonian
Valet Parking	Biking	The Dumbarton House
Wedding Services	Proximity To Potomac River	Corcoran Gallery Of Art
Dry cleaning/laundry service	Jogging	The Phillips Collection
Gift Shop	Boating	The National Mall
	The Library	Rock Creek Park

## DINING, FOOD & BEVERAGE

<b>Onsite Dining:</b>	Capacity	<b>F&amp;B Averages:</b>
<b>Kingbird Restaurant</b> .....	80	<b>Breakfast</b> .....
Restaurant		Buffet \$38-68
		Cont. N/A
<b>The Backroom at Kingbird</b> .....	60	<b>Lunch</b> .....
Fine Dining		Buffet \$60-80
		Plated \$55-68
<b>The Next Whisky Bar</b> .....	68	<b>Dinner</b> .....
Whisky Bar		Buffet \$85+
		Plated \$94-126
<b>The Top of the Gate</b> .....	350	<b>Coffee Break</b> .....
Cocktails		\$25+
		<b>2-Hour Open Bar</b> .....
		N/A

## MEETING SPACE

 view in meters

**Largest Meeting Room** ..... 6,819 ft<sup>2</sup>      **Indoor Meeting Space** ..... 17,000 ft<sup>2</sup>      **Indoor/Outdoor Meeting Space** ..... 27,000 ft<sup>2</sup>

### Capacity Chart



	Total Sq Ft	Room Size Ft	Ceiling Ht Ft	Classroom	Theater	Banquet 10	Reception	Conference	U-Shape	H-Square	10 x 10s
<b>B1 - FISCHER</b>	476	41 x 97	8	18	48	40	50	30	20	30	0
<b>B1 - MORETTI BALLROOM</b>	6,819	78 x 15	15	216	510	510	600	102	117	102	0
<b>B1 - MORETTI BALLROOM FOYER</b>	2,894	28 x 17	15	0	0	0	300	0	0	0	0
<b>B1 -Salon A (Moretti)</b>	543	27 x 18	12	18	48	40	50	22	29	22	0
<b>B1 -Salon AB (Moretti)</b>	1,087	55 x 18	12	36	96	80	100	48	48	48	0
<b>B1 -Salon ABCD (Moretti)</b>	3,942	78 x 56	15	175	360	300	500	72	81	72	0
<b>B1 -Salon B (Moretti)</b>	544	27 x 18	12	18	42	40	50	22	29	22	0
<b>B1 -Salon C (Moretti)</b>	1,286	35 x 37	15	56	112	110	150	38	33	38	0
<b>B1 -Salon CD (Moretti)</b>	2,855	78 x 37	15	96	210	200	300	68	63	68	0
<b>B1 -Salon CDEF (Moretti)</b>	5,701	79 x 72	15	252	480	440	550	86	109	86	0

### COVID-19 Update

Hotel cleanliness policies are available to view on their respective hotel pages on [PreferredHotels.com](https://www.PreferredHotels.com).



< Return to search results

### OJAI VALLEY INN

Ojai, California

905 Country Club Road  
Ojai, California 93023  
United States

Website: [www.preferredhotels.com/hotels/ojai-valley-inn](http://www.preferredhotels.com/hotels/ojai-valley-inn)

REQUEST PROPOSAL



### — AT A GLANCE —



Opened .....	1923
Renovated .....	2018
Guest Rooms .....	303
Suites .....	75
DBL/DBL .....	124
King Rooms .....	164
Check in .....	4:00 PM
Check out .....	12:00 PM
Smoking rooms .....	No
Pets allowed .....	No
Self parking .....	25

Special Offers

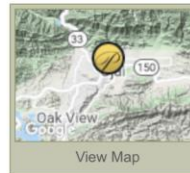
Hot Dates

News

🖨️ Printable

### The Ojai Valley Inn is the premier

meeting resort in Southern California. The resort's conference center showcases a total of 50,000 sq. ft. of meeting and function space of unparalleled beauty and state-of-the-art technology that includes two ballrooms, executive spaces, The Farmhouse at Ojai, Pavilion, and a 10,000 sq. ft. private luxury villa.



### COVID-19 Update

Hotel cleanliness policies are available to view on their respective hotel pages on PreferredHotels.com.





## SPECIAL OFFERS



### Exclusively Yours - The Mini Buyout at Inn at Perry Cabin

**Valid From:**

2020-12-01 to 2022-03-31

For the first time ever in the history of this landmark property, full exclusivity is yours if you are hosting a winter program that includes 25 guest rooms per night.

Inn at Perry Cabin is a nautically inclined destination rich in history on the Eastern Shore of Maryland; think Underground Railroad and Chesapeake by James Michener. The region is also steeped in the crabbing and oystering traditions of the Watermen. There is so much to explore in and around our town of St. Michaels. Spend the day enjoying the many shops and galleries and our very own Lyon's Distillery and St. Michaels Brewery!

Because the Eastern Shore is so intimately tied to land and sea, STARS, our in-house restaurant, serves up thoughtful, creative cuisine reflective of the local shores and neighboring farms. For all who dine with us, we offer indigenous flavors that are either locally sourced or made in house that allows us to deliver on a truly unforgettable Eastern Shore dining experience.

Our daily activities program highlights wellness, fitness, history, and arts and crafts, and is complimented with seasonal crafted tastings. Our seasonal sea going sailing/boating program includes kayaks and paddleboards to explore the vast marshes and coves nearby. Links at Perry Cabin, designed by the legendary Pete Dye, will challenge golfers at every level as they enjoy the natural backdrop of the Shore. Rounding out our sporting program at the Inn is Cliffs Drysdale Tennis featuring Har Tru clay courts.

Spa at Perry Cabin features relaxing, invigorating and stimulating treatments inspired by the rich botanicals featured in our 29-acre parklike setting.

During this time, there are travelers who are more comfortable driving than flying. When planning a meeting, it is an important circumstance to note. Here at the Inn, our driving markets include New York, New Jersey, Pennsylvania, Delaware, Connecticut, Washington D.C., Virginia, and other areas within the state of Maryland. Our location offers accessibility combined with exclusivity, allowing for an environment that contributes to the safety and well-being of your attendees.

Our Seasonal Mini Buyout offer is valid December 2020 through March 2021, and December 1, 2021 through March 31, 2022, and only requires a 1-night length of stay. For more information and how to contact us, visit our Brojure here: <https://brojure.com/inn-at-perry-cabin/exclusively-yours/>

**Call for Reservation:**

Contact Email: [jjacobs@perrycabinresorts.com](mailto:jjacobs@perrycabinresorts.com)

## HOT DATES COVID-19 Update

Hotel cleanliness policies are available to view on their respective hotel pages on [PreferredHotels.com](https://PreferredHotels.com).





## NEWS

## AWARDS &amp; ACCOLADES

Posted March 18, 2021

- o Nominated for Best Hotel in Maryland, World's Best Awards, Travel + Leisure - 2021
- o #1 Best Resorts in Maryland, U.S. News & World Report - 2021
- o #12 Best Resort in the South Reader's Choice Awards, Condé Nast Traveler - 2020
- o Nominated for Best Hotel in Maryland, World's Best Awards, Travel + Leisure - 2020
- o Nominated for Best Hotel in Maryland, World's Best Awards, Travel + Leisure - 2019
- o Nominated for Readers' Choice Awards, Condé Nast Traveler - 2019
- o South's Best Places to Stay: Maryland, Southern Living - 2019
- o #1 Best Resorts in Maryland, U.S. News & World Report - 2019
- o #3 Best Hotels in Maryland, U.S. News & World Report - 2019
- o #4 Top Resorts in New York State and The Mid-Atlantic, Readers' Choice Awards, Condé Nast Traveler - 2018
- o The Most Beautiful Hotel in Maryland, Architectural Digest - 2017
- o #1 Resort in New York State and The Mid-Atlantic, Condé Nast Traveler Readers' Choice Awards - 2017
- o Best Resort in Maryland, Condé Nast Traveler - 2017
- o 4 Star Hotel and 4 Star Restaurant, Forbes Travel Guide - 2017
- o #2 of Top #9 Babymoon Destinations in the U.S., Simply Charming Socials - 2017
- o One of the 10 Coolest (and Most Unique) Hotels in Maryland, Best of Maryland - 2017
- o Certificate of Excellence, TripAdvisor - 2017
- o #2 Hotel in Maryland, U.S. News & World Report - 2017
- o Best Hotel in Maryland and one of the Top Hotels in the World, Travel & Leisure - 2017
- o Award of Excellence (for Stars), Distinguished Restaurants of North America - 2017
- o #1 of The 10 Best Spas in Maryland, Best Things Maryland - 2017
- o Most Prestigious Wedding Venue, Looking Good Magazine Editor's Choice Awards - 2016-17
- o #14 Hotel in New York State and The Mid-Atlantic, Condé Nast Traveler Readers' Choice Awards - 2016
- o Winner of The Knot's "The Best 50 Weddings Across All 50 States" - 2016
- o Most Iconic Hotel in Maryland, Thrillist.com - 2016
- o USA Today 10 Best Readers' Choice Awards for Best Romantic Inn - 2015



## STAYING SAFE AND BEING WELL AT INN AT PERRY CABIN

Posted September 24, 2020

The Crew here at Inn at Perry Cabin has been working diligently since reopening in June to ensure our guests' and colleagues' safety during these unprecedented times. Please see our online brochure to take a look at the steps we have been taking to stay safe and well!

<https://brochure.com/inn-at-perry-cabin/inn-at-perry-cabin-1589324035/>



## COVID-19 Update

Hotel cleanliness policies are available to view on their respective hotel pages on PreferredHotels.com.



# Group Sales Team - Presentation Calls



- We host hotels on Monday and Wednesday team calls
- Properties are given 15-20 minutes to tell their story
- We recommend that hotels join our calls approximately every 12 months, give or take depending on major renovations or property changes
- Kate Nawracaj coordinates these calls and the waitlist (currently about 6 weeks!)
- Email [Knawracaj@preferredhotels.com](mailto:Knawracaj@preferredhotels.com) to pencil in a date!

# *Presentation Calls - Tips*

- Target your audience
- Think about your story
- Tell your story in an engaging way
- Tell us your plans for partnership engagement
- LinkedIn post to follow!



Ultimately, we feel that you won't need to share with us what we can find on the internet. A better use of your time is creating a story that we will remember and share with our clients.

With the  as our global guide, we are  
**PROUDLY PREFERRED**

*“No one can whistle a symphony. It takes a whole orchestra to play it.”*

**-H.E. Luccock**



*Preferred*<sup>™</sup>  
HOTELS & RESORTS

# Hotel Panel Leaders (1 of 2)



**Daniela Arreola**  
Director of Sales  
Atelier Playa Mujeres



**David Cronin, CIS**  
Group Sales & Marketing  
Manager  
The Europe Hotel & Resort



**Fiona Dwyer**  
National Sales Manager  
Green Valley Ranch Resort



**Krystle Johnson**  
National Sales Manager  
Rancho Bernardo Inn

# *Hotel Panel Leaders (2 of 2)*



**Terri Lamonte**  
Sales Manager  
Hotel Monteleone



**Mary Rieger**  
Director of Southeast Sales  
The Sanctuary at Kiawah Island Golf Resort



**Sharon Vaughn**  
Associate Director of Sales  
Hotel Effie Sandestin



**Julie Zee**  
National Sales Manager  
Woodstock Inn & Resort