



## **Best Practices for Partnering with your GSO**

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**Vice President, Global Sales – Group**



- Tools for Success
- Trends - North American Market
- Attract more business
  - Strategic Partners
  - I Prefer Planner
  - Events
  - Craft Your Story – PHGMeetings

# GSO Lead volume per month – 2023

JAN	FEB	MAR	APR	MAY	JUNE
2075	1890	2115	1621	1744	1810

**Total Leads generated Q1/Q2= 11,255!!**

Today's goal – share tools to help you capture some of these wonderful leads

# TOOLS and BEST PRACTICES

- Group Sales Territory Map
- Group Sales Top Accounts
- Group Sales Manual
- I Prefer Planner
- Group Sales Event Calendar

The image shows a screenshot of the PreferredNet website, which is a Preferred Hotels & Resorts Extranet. The browser address bar shows the URL [preferrednet.net/sales/?n=top:Sales&e=event61](http://preferrednet.net/sales/?n=top:Sales&e=event61). The website header includes the PreferredNet logo and navigation tabs for MY ACCOUNT, SALES, EVENTS, MARKETING, I PREFER HOTEL REWARDS, and REVENUE & DISTRIBUTION. Below the header, there is a banner with scenic images and a 'SALES' section. The 'SALES' section contains a welcome message: "Welcome to Preferred Hotel Group professionals in 29 locations through..." and lists several roles: "Vice President – Group, Rick St..." and "President - Corporate, support...".

Overlaid on the right side of the screenshot is a "Group Sales Map" of North America. The map is color-coded by region and includes the following sales representatives:

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# KEY ACCOUNT PROFILES

## SALES

CONSORTIA SALES +

BEYOND GREEN  
CONSORTIA SALES +

CORPORATE SALES +

BEYOND GREEN  
CORPORATE SALES +

LEISURE SALES +

BEYOND GREEN LEISURE  
SALES +

GLOBAL GROUP SALES -

GROUP SALES MANUAL +  
FOR HOTELS

TOP ACCOUNTS

STRATEGIC  
PARTNERSHIPS

INTERNAL SALES  
PRESENTATIONS

"OFFICE HOURS"

LINKEDIN COMMUNITY  
PHGMEETINGS.COM +

BEYOND GREEN GLOBAL  
GROUP SALES +

ENTERTAINMENT SALES +

BEYOND GREEN 2021 SALES  
RECAP

## TOP ACCOUNT PROFILES

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

Account	Sales Director
<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="#">Directions Conferences, Incentives Management (DCIM)</a>	Andrew Kuek
<a href="#">Event Travel Management (ETM)</a>	Andrew Kuek
<a href="#">Analysis Group</a>	Anne Chao
<a href="#">Automatic Data Processing (ADP)</a>	Anne Chao
<a href="#">Allergan Pharmaceuticals</a>	Anne Chao
<a href="#">American Express Global Business Travel - Northeast US Corridor</a>	Anne Chao
<a href="#">Bond Brand Loyalty</a>	Anne Chao
<a href="#">Boston Consulting Group</a>	Anne Chao
<a href="#">Bristol Myers Squibb</a>	Anne Chao
<a href="#">ConferenceDirect - Northeast US Corridor</a>	Anne Chao
<a href="#">Daiichi Sankyo</a>	Anne Chao
<a href="#">Deloitte</a>	Anne Chao
<a href="#">Honeywell International</a>	Anne Chao
<a href="#">Interpublic Group of Companies</a>	Anne Chao
<a href="#">Mastercard</a>	Anne Chao
<a href="#">McKinsey &amp; Company</a>	Anne Chao
<a href="#">Merck &amp; Company</a>	Anne Chao
<a href="#">Novartis</a>	Anne Chao
<a href="#">Novo Nordisk</a>	Anne Chao
<a href="#">Pfizer</a>	Anne Chao
<a href="#">Strategic Site Selection</a>	Anne Chao
<a href="#">The Traveller</a>	Anne Chao
<a href="#">Univision</a>	Anne Chao
<a href="#">Zoetis Animal Health</a>	Anne Chao
<a href="#">Bayer</a>	Ashley Shen
<a href="#">Schneider</a>	Ashley Shen
<a href="#">CYTS Bravolinks</a>	Cheryl Slow
<a href="#">China New Comfort - Shanghai MICE Center</a>	Cheryl Slow
<a href="#">China Smart MICE - Shanghai Branch</a>	Cheryl Slow
<a href="#">China Tourism Group - Shanghai Branch</a>	Cheryl Slow
<a href="#">Ctrip MICE</a>	Cheryl Slow
<a href="#">Grand China MICE Shanghai</a>	Cheryl Slow

# TOP ACCOUNT DEEP DIVE

## RAYMOND JAMES FINANCIAL, INC.

### Key Meetings & Incentives

- Shareholders' Meetings
- Institutional Investors Conference
- National Conference
- Education Regional Conference
- Division Branch Managers Mtg
- YE Results and Strategy Meeting
- Exec Committee and Sr Bankers Mtg
- Regional Emerge Retreat
- Retirement Plan Advisory Council

### High Level Meeting Overview

RJH Meeting Department is led by (2) Director of Meetings & (2) Sourcing/Contract Administrators, along with 12-15 onsite Meeting Planners. The Meeting Team supports 800+ meetings annually along with many other small local meetings around HQ in FL, RJF books programs globally

### How to be Successful with this Account

- Be Flexible with RJF Contract Addendums
- Partner with your Preferred GSO for Virtual sites/presentations

### Hot Buttons

- Prompt Responses
- Offer BEST value upfront to get on short list
- Accommodate Addendum Terms

# Strong Segments/Trends

- Financial & Insurance & Banking
- Pharmaceutical
- Customer Facing Programs
- Incentives
- Hotels that align with companies' cultures and values
- New leadership post retirement = new opportunities for hotels
- Wellness component and unique offerings
- Resorts still stronger than city center
- Flexibility & Ease of contracting very important!
- Air lift continues to be a big factor in decision process
- Seeing MORE availability at hotels → great competition

# Group Sales | Strategic Partnerships



MEETINGS & EVENTS

FIRST GLOBAL EVENTS AGENCY

NHS GLOBAL EVENTS

CWTT Meetings & Events

MORRIS MEETINGS & INCENTIVES

BCD meetings & events

BANK OF AMERICA

prestige | global meeting source



mci



中青旅博汇(北京)会展运营管理有限公司  
CHINA CYTS BESTWAY EXPO MANAGEMENT CO., LTD.

ConferenceDirect®



# HOW DO THESE PARTNERSHIPS BENEFIT YOU?

- Deeper dive at all levels so we can **ADVOCATE** and **EDUCATE**
- **Engagement** in leadership team retreats
- Live engagement at industry events
- Incentives that allow us to **DISCOVER, INFLUENCE** and **ADVISE**
- Portfolio presentations and **internal communication** broadcasts
- Enhanced **visibility**

# **NEWLY ENHANCED PARTNERSHIP ConferenceDirect**

## **PREFERRED PARTNER PROGRAM (PPP)**

- **Attendance in CD Annual Partner Mtg**
- **Customized Reporting**
- **Preferred Status in Cvent**
- **Internal Communication Broadcasts**
- **Participation in CD Signature Events**
- **Digital Marketing Opportunities**

**96% of CD's 13,000+ Annual Booking are placed at PPP Hotels**

# ConferenceDirect – Partnership Terms

## The Facts

- Motivated by the upfront commission payment
- 96% of contracts went to hotels that were a part of their PPA
- Lower upfront payout *and* the length out of the operating program
  - CD pays back commissions on any cancelled programs

### The Standard Agreement

**\$25,000 max. commission** paid up to **36 months** out

vs

### The Preferred Agreement

**\$15,000 max. commission** paid up to **18 months** out

## The Terms

Hotels will need to individually agree to the program, at a \$700 annual cost.



# I PREFER<sup>™</sup>

PLANNER

# What is I Prefer Planner

- Loyalty program designed to **Reward** Planners
- **Build loyalty** with Meeting Planners
- **Compete** with the Hard Brands
- Great **Closing Tool**
- Custodial Accounts if needed
- Hotels can purchase additional points

# Eligible Programs

## **How many points can planners earn in the I Prefer Planner Program?**

- Receive 5 points per US\$1 on actualized room revenue for all programs booked through the North American National Sales Office or the European Group Desk
- Planners may earn up to 500,000 points per program (capped at US\$100,000)
- Points are only award on actualized room revenue, excluding taxes and additional fees

# How do I purchase points?

- Preferred underwrites 1<sup>st</sup> set of points if GSO involved
- Additional points is 0.25 cents for every 100 points

1. Total Revenue x 5 = Points	Earn 5 points for every \$ of revenue
2. Points/400 = Cost to Hotel	Costs hotel = .025 for 100 points pr \$1 for 400 points
Example	\$50,000 Revenue x 5 = 250,000 pts 250,000 Pts/400 = \$625 Cost to Hotel

# Redeem your points...



# Promotions

Book your next program at Hotel Per La and Receive

- Increased 15% commission on guest room
- Revenue (normally 10%)
- Guest room rates starting at \$245
- Waived nightly Destination Amenity Fee (Normally \$35 per room per night)

Plus your choice Of two concessions

- 3% rebate on revenue to master or a \$350 gift card
- One complimentary night per 40 nights actualized
- Two upgrades with welcome amenity
- Double I Prefer Planner Points



649 SOUTH OLIVE ST  
L.A. CALIF. 90014

Contact your Preferred NSO  
for more details





# PHGMeetings.com

## What, The Why & The How

### Are you telling the right story?

- “Meeting Speak” vs “Marketing Speak”
- Are your photos the right “hook”
- Is your Meeting Capacity Chart Accurate?
- Have you loaded Special Offers, Hot Dates and/or News?

HOME SEARCH ABOUT US | PREFER PLANNER SPECIAL OFFERS HOT DATES NEWS CONTACT US **PREFERRED MEETINGS**

**BILTMORE HOTEL**  
Coral Gables, Florida  
1200 Anastasia Avenue  
33134  
United States

Website:  
<https://preferredhotels.com/hotels/united-states/biltmore-hotel>

REQUEST PROPOSAL

AT A GLANCE  
LXX  
*(Parade)*


Opened .....	1926
Remodeled .....	2019
Guest Rooms .....	271
Rate .....	High \$\$299-\$509 Low \$\$229-\$299
Smoking Rooms .....	No
Pets Allowed .....	Yes
Self Parking .....	\$0
Valet Parking .....	\$35
Check-in Time .....	04:00 pm
Check-Out Time .....	12:00 pm

Seasonal Rates: High  Low  Shoulder

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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Number of Meeting Rooms .....	23
Ideal Group Size .....	200
Max Group Size .....	271

The Biltmore situated in over 150 acres of lush tropical landscape is located in the heart of Miami in the exclusive neighborhood of Coral Gables, Florida. The Biltmore features over 75,000 sq. ft. of indoor/outdoor meeting and function space housed within two locations on the Biltmore grounds - within the hotel itself and at the adjacent Conference Center of the America. It is one of South Florida's preferred sites for high-level Corporate Briefings and public policy Conferences. Our state-of-the-art Meeting Rooms facilitate crisp productivity amidst unrivaled ambiance—and we set the bar for Video Conferences. The Biltmore offers exceptional space with natural daylight, no air walls, three ballrooms, surrounded by grandeur terraces, breakout rooms, two state-of-the art amphitheatres and executive boardrooms. Our poolside private cabanas can be used for breakouts. Biltmore Event Design is available to coordinate corporate team building events design, décor and entertainment needs for all events. Group privatization available upon request.



Special Offers | [Hot Dates](#) | [News](#)

# Business Development Director

**Independent, Collaborative,  
Driven, Hunter, Creative**

Trusted advisor over 22 years of progressive experience at many esteemed brands including Starwood, Loews Hotels and Accor



**Cristina Godwin**  
**Director, Group Sales**  
**Business Development**

# Next chapter – Q & A



Thank you!