

MEETINGS & EVENTS

HANDBOOK





Welcome!

Our Hotels have become a preferred venue for event planners around the world. That's because they know they can count on getting great amenities and great service every time.

As a banquet or meeting manager you're in a great position to reinforce that reputation.

If you follow the standards and procedures in this handbook, you'll be delivering the kind of service that defines our brand: service that's consistent, hassle-free, personalized and inspirational.



When working with an event organizer, promote products, services and facilities.



The first upselling opportunity is at the "meet and greet" with the event organizer.

UPSELLING EVENT FEATURES TO AN ORGANIZER

PROMOTE THE BRAND

- Promoting in-house event-related products, services, and facilities
 - » Creates a positive, "can do" impression
 - » Projects a proactive response to an organizer's needs
 - » Maximizes event revenue and profitability

WHEN TO UPSELL

- Any chance to communicate with an organizer also presents an upselling opportunity
- The first upselling opportunity is at the "meet and greet"

STRESS THE BENEFITS

- Remember that upselling should not create the impression of a "hard sell"
- Instead, upselling should make guests feel as though you're informing them about ways they can make their event more successful

TYPICAL UPSALE ITEMS

- Themed breaks
- Ice cream
- Glass of wine with dinner
- WiFi Connections
- Audio Visual Equipment
- Complimentary drink after the meeting
- Morning breakfast sandwiches
- Pastries and other baked goods
- Use of Spa facilities
- Etc.

AFTER AN ADDITIONAL SALE HAS BEEN COMPLETED

- Communicate details to your Supervisor and the affected Departments
- Prepare the relevant billing
- Include details of the additional goods and services in the event's action items



One typical upsell item is Audio Visual Equipment.

IMPACT YOUR PERFORMANCE

By following the procedures shown here you'll positively impact these

SALT Key Performance Indicators (KPI)

- Overall meeting/ experience
- Helpfulness of the catering staff



After greeting the event organizer, personally escort them to their Meeting room.



Always provide the meeting organizer with a Meetings "Welcome Pack."



Throughout every Meeting, make sure one or more Hotel representatives check with the organizer to see if they need any assistance.

MEETINGS – DAY OF GREETING, ORGANIZER CHECKLIST, AND CONTACT POINT

- If you are the designated Meetings Manager, greet the organizers on their arrival in the lobby or Business Center – or within 3 minutes of being notified they are on the premises
- If there is a possibility the organizers will not be personally met within 3 minutes of arrival, make sure a Welcome Pack is in clear view of their arrival point
- Make sure they are offered assistance with baggage, boxes, etc.
- Personally escort them to the meeting room where the features of their Meeting will be explained

THE "MEETING" WELCOME PACK

- Always provide the meeting organizer with
 - » A "Welcome Pack" that includes
 - A Meeting Directory
 - The Business Card of the appropriate Meetings contact person
 - Optionally, a Meetings Face Refresher
 - » Accurate, clear and simple instructions regarding the use of
 - Audio-visual equipment
 - Heating, ventilation, and lighting controls

THROUGHOUT EVERY MEETING

- Make sure one or more designated Hotel representatives check with the Meeting organizers to see if they have any additional needs – and, if so, that they are promptly met

CONFIRMING INSTRUCTIONS & OFFERING ASSISTANCE

- During the meet and greet, discuss and confirm all pre-booked requirements, including
 - » Number of delegates
 - » Accommodation details
 - » Start and finish times for the day/days ahead
 - » Break times and locations
 - » Breakfast/Lunch/Dinner times, menus and locations
 - » Contracted food and beverage offerings
 - » Any changes or additions which have cost implications
 - » Any special dietary needs
 - » A.V. equipment (including 3MTM digital easel and wireless connectivity + functionality of tables and connection instructions) – and offer technical assistance
 - » Making sure equipment is tested while the organizer is present
 - » Whether the organizer would like a key to the meeting room; if it is not an electronic key, the organizer must sign for it.
 - » Billing arrangements (e.g. authorized signatories)
 - » Any help required for physically challenged delegates
 - » Location and purpose of Meetings Stationary and Collateral Tool Kits



During the meet and greet, discuss and confirm all pre-booked requirements.



Discuss and confirm A.V. equipment, offer technical assistance, and make sure equipment is tested while the organizer is present.



Show the organizer the location and purpose of Meetings stationary and Collateral Tool Kits.



Show the organizer the safe and advise that is not liable for any loss or damage to safe contents.



Confirm that the event organizer knows where the Business Center is.

CONFIRMING INSTRUCTIONS & OFFERING ASSISTANCE CONTINUED

- Make sure these items are also explained
 - » Location of toilets
 - » Fire evacuation procedures (including pending tests where relevant)
 - » Availability and functioning of the safe (advise that is not liable for any loss or damage to safe contents)
 - » Use of the meeting room telephone
 - » Refrigerator stock and chargeable items
 - » Functionality of tables and connection instructions

- Establish a message delivery procedure that meets the organizer's and participants' needs

- Make certain that the meeting organizer is given the Business Center extension and contact-person. Confirm they know how and where to find the Center at all times

MESSAGE HANDLING

- Follow message delivery procedures established with the organizer prior to the event
- Make sure all calls are answered within 3 rings
- Any call answered after the 3rd ring should include, “Sorry for keeping you waiting” in your answer
- In general
 - » Make sure all messages are clearly and accurately taken by confirming the information with the caller
 - » Include in all messages
 - The caller’s details
 - Date and time the message was taken
 - Name of the person who took the message
 - » Make certain messages are delivered to the recipient in an envelope within 10 minutes from the time taken – and that they are delivered discretely, quietly, and unobtrusively



Make certain that messages are delivered in an envelope within 10 minutes from the time the message is taken.

IMPACT YOUR PERFORMANCE SCORES

By following the procedures shown here you'll positively impact these **Key Performance Indicators (KPI)**

- Ambience of the meeting room
- Food & Beverage layout
- Overall accommodations



By conducting an Exit Interview, we show our customers we care about them and value their business.



Present the preprepared preliminary account folio for review prior to the organizer's departure.

COMPLETING AN EXIT INTERVIEW

PURPOSE

- The Exit Interview is an integral closing step to every meeting event; by proactively seeking their feedback and taking action on their comments, we show our customers we care about them and value their business.

TIMING

- If possible, prior to the event, schedule the Exit Interview for a time and place convenient to the organizer

LOCATION

- If a location hasn't been pre-arranged, ask the organizers if they would like to talk in the meeting room – or if they would prefer the lounge/bar area

TAKING CARE OF BUSINESS

- Present the preprepared preliminary account folio for review prior to the event organizer's departure. Check in advance to confirm it contains an accurate accounting of charges in a format that is clear and easy to read.

QUESTIONS

- Were all needs related to the meeting
 - » Exceeded?
 - » Met?
 - » Not met? (ask for explanations and suggestions)
- Did the Catering and Business Operations team provide the best possible service? (if not, ask for explanations and suggestions)
- How would they describe their overall experience?
- Even if the event went well, are there any ways our service could be improved?
- Does the customer plan any future events?
- Are there others in the customer's company who might have need for event facilities and services?

FOLLOW-UP

- Thank the guests for their time and feedback – and assure them that their suggestions will help improve future meetings
- Summarize the results of the interview in writing and provide the summary to the appropriate Departments and personnel and filed in an appropriate location
- Forward any leads/sales information to the Sales Department



Ask the event organizer questions in order to get answers that will help in the future.

IMPACT YOUR PERFORMANCE SCORES

By following the procedures shown here you'll positively impact these **Key Performance Indicators (KPI)**

- Accuracy of bill
- Overall experience
- Overall service
- Return to THIS hotel

