

Build a Better M.I.C.E. Trap!



**Anne Marie Moebes,
Executive Vice President**



**Rhonda Fenderson
Sr. Meeting Manager**

**acclaim
meetings**

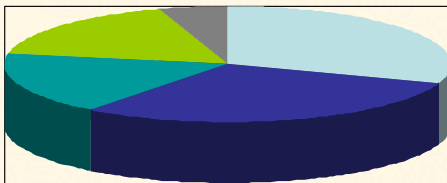
An American Marketing Group, Inc. Company





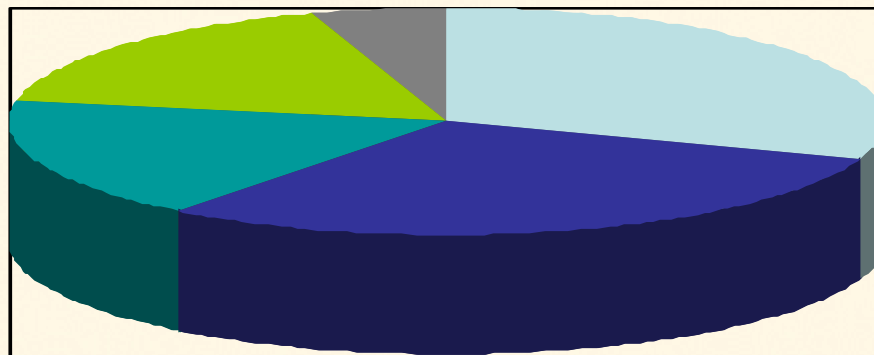
What is Your Share of the Meetings Business?

% Of Meetings Business



Are You Getting Your Share?

% Of Meetings Business



- Large Meeting and Incentive Companies**
- Large Travel Management Companies**
- Third Party Companies**
- Corporate Travel Departments**
- Independent Travel Companies**

The Untapped Market



- **Over \$100 Billion Business**
- **3rd party companies call on your clients**
- **Agents book only the air - often the least profitable piece**

Why You Should Get Involved

- **Expand your company's portfolio of services**
- **Create a new revenue stream**
- **Book Meetings and Incentive Business from your existing clients!**

Research shows that travel agents are in the strongest position to captures and keep this business.

Getting Started

Understanding the Meetings Business

Why do companies meet?

- **Face to Face Strengthens Key Relationships**
- **Meetings streamline essential communication**
- **Educate Sales Force**
- **Reward Employee Achievements**
- **Bolster Customer Satisfaction**



Asking For the Business

- **Make sales calls on existing clients**
- **Develop marketing materials to promote your agency's meeting business**
- **Follow-up with clients on an on-going basis regarding their meetings**
- **Seek out Administrative Assistance to find out about the clients meetings.**

What Information You Need From Your Client

- **Identify Meeting Objectives & Goal**
- **Obtain Meeting History**
- **Collect Data for RFP**
- **Manage Budgets**
- **Provide Expertise**

Functions of Meeting Planning

- **RFP Process**
- **Site Selection**
- **Site Inspections**
- **Contract negotiations**
- **Pre-planning**
 - **F&B planning**
 - **Rooming Lists**
 - **Logistics**
- **On-site Management**
 - **Registration**
 - **Attendee Management**
 - **Time Management**

Meetings Technology

- **Meeting and Event Organization**
- **Electronic RFP Creation, distribution and analysis**
- **Web-based Attendee Registration**
- **Integrated on-line air booking**
- **Capture costs in any currency**
- **Budgeting**
- **Post Meeting Survey**

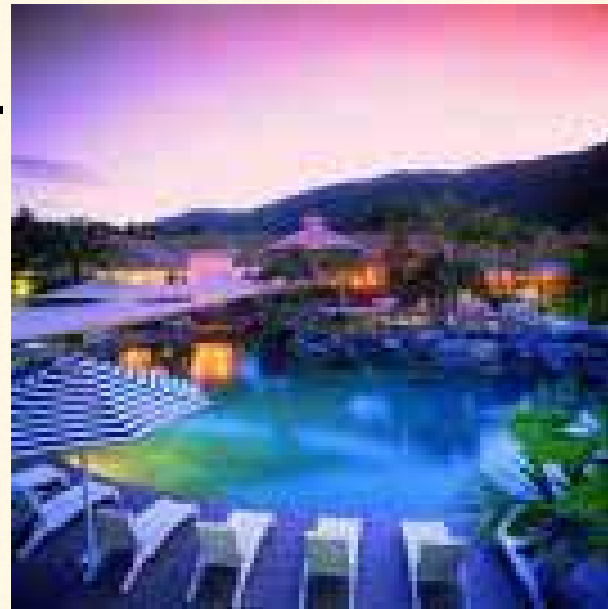
Resources and Education

- **Regional Training Seminars**
- **Webinars**
- **Agent E-newsletters**
- **Templates**
- **Industry Affiliations: MPI, ISES, Acclaim Meetings, i-Meet, BizBash**



Network of Suppliers

- **Hotels**
- **Cruise Lines**
- **Technology and audio/visual resources.**
- **Transportation and car rentals.**
- **Entertainment and speakers.**
- **DMC's**

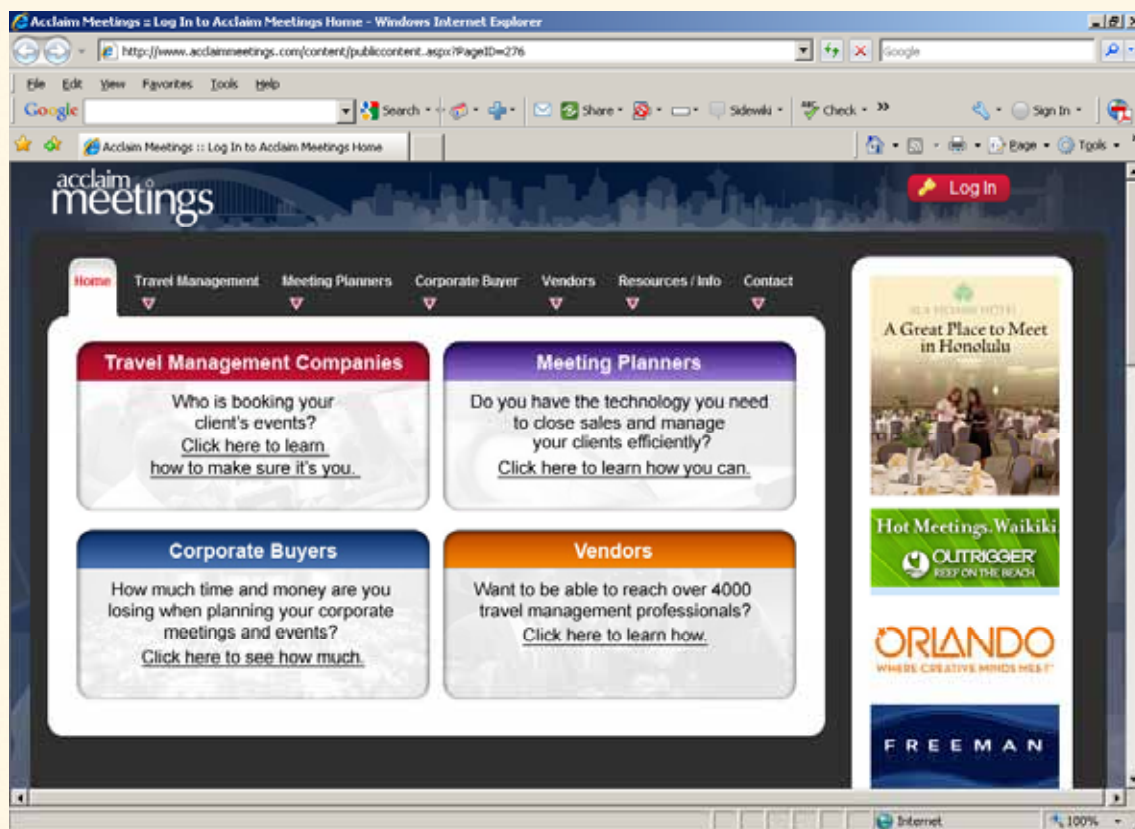


Marketing Ideas

- Targeted promotions & email messages to send to your corporate accounts.
- Direct Marketing programs with your agencies name and contact information.
- E-Meetings Newsletter to send to your clients.

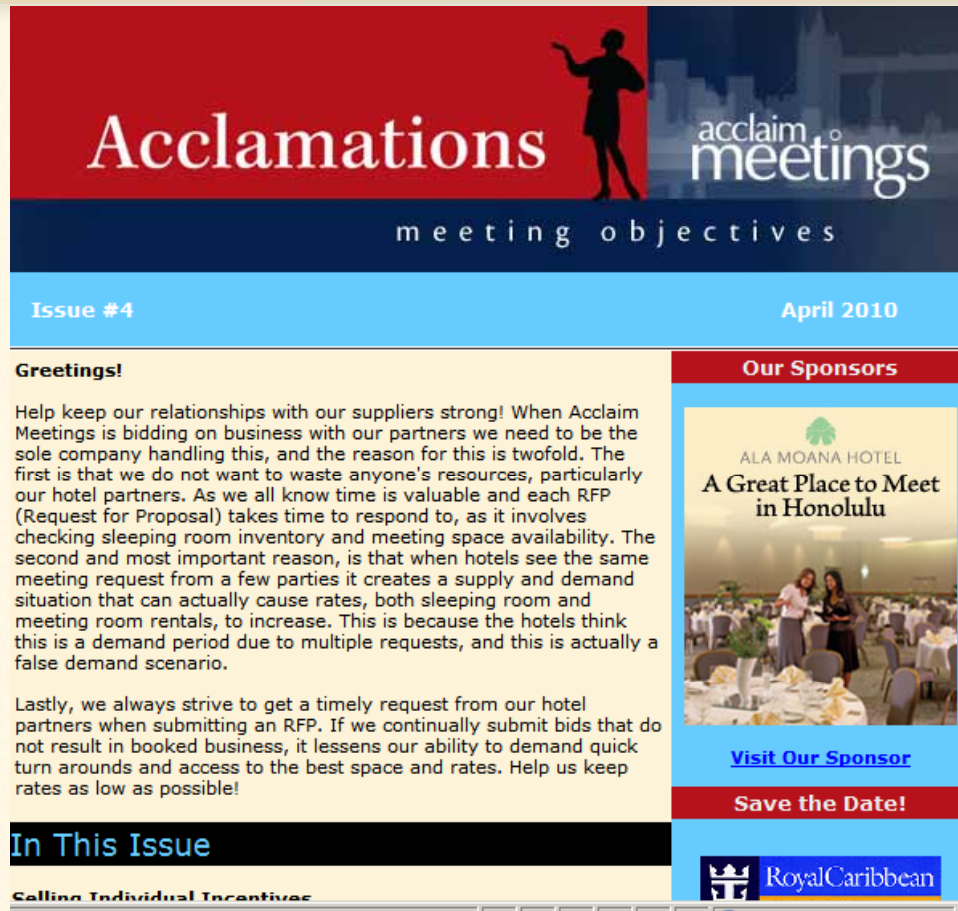


Acclaim Meetings



- **MYOB - Market Your Own Business Tools**
- **Robust Meeting Technology**
- **Access to network of suppliers.**
- **Online RFP's.**
- **Creative resources**
- **News and events**

Agent e-Newsletter



The screenshot shows the top portion of an e-newsletter. The header features the word "Acclamations" in large white serif font on a red background, with a silhouette of a person pointing. To the right, "acclaim meetings" is written in a smaller, lowercase sans-serif font. Below this, "meeting objectives" is written in a very small font. A light blue bar contains "Issue #4" on the left and "April 2010" on the right. The main content area has a "Greetings!" section with a paragraph of text. To the right is a "Our Sponsors" section featuring a photo of a hotel interior and the text "ALA MOANA HOTEL A Great Place to Meet in Honolulu". Below the photo is a "Visit Our Sponsor" link. Further down is a "Save the Date!" section with the Royal Caribbean logo.

Acclamations *acclaim meetings*
meeting objectives

Issue #4 April 2010

Greetings!

Help keep our relationships with our suppliers strong! When Acclaim Meetings is bidding on business with our partners we need to be the sole company handling this, and the reason for this is twofold. The first is that we do not want to waste anyone's resources, particularly our hotel partners. As we all know time is valuable and each RFP (Request for Proposal) takes time to respond to, as it involves checking sleeping room inventory and meeting space availability. The second and most important reason, is that when hotels see the same meeting request from a few parties it creates a supply and demand situation that can actually cause rates, both sleeping room and meeting room rentals, to increase. This is because the hotels think this is a demand period due to multiple requests, and this is actually a false demand scenario.

Lastly, we always strive to get a timely request from our hotel partners when submitting an RFP. If we continually submit bids that do not result in booked business, it lessens our ability to demand quick turn arounds and access to the best space and rates. Help us keep rates as low as possible!

In This Issue

Selling Individual Incentives

Our Sponsors

ALA MOANA HOTEL
A Great Place to Meet
in Honolulu

[Visit Our Sponsor](#)

Save the Date!

Royal Caribbean

- Up to date industry news and information
- “How to” site selection and helpful suggestions
- Advice on contract negotiation and budgeting
- Industry insight from fellow meeting planners
- Technology updates

AcclaimCite Technology

- **Streamline Meetings Related Administrative Tasks**
- **Source for competitive bids in a Database of Hotels – over 90,000 properties worldwide with detailed meeting space descriptions.**
- **Side By Side RFP Comparison Reports**
- **Attendee Management**
- **Increase Efficiency throughout the entire process**

Sourcing Made Easy

starcITE tuanh1

Home **Planning** Registration Address Book Reports Communication Administration

Note: Your search resulted in more than 200 vendors. Please [click here](#) to refine your search.





Search Vendor Results

Meeting Details
 Sleeping Rooms
 Meeting Space
 Vendor Search
 Vendor Select
 Send RFP
 Home

View the results of your vendor search. Compare vendors by selecting their checkboxes then clicking the **Compare Selected Vendors** button. Click the **Back Button** to see the criteria used to make selections for this vendor search. ([More information about this feature](#))

Showing 1-10 of 200 [First] -[Previous] -[Next] -[Last] -[Refresh]

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Property

<input type="checkbox"/>	All	Property	City	Chain	Property Rating	Internal Rating
<input type="checkbox"/>		Marriott San Diego Gaslamp District <i>Stylish San Diego Marriott Gaslamp Quarter with 8,000 sq ft of meeting space only 2 blocks from the convention center.</i> Largest Meeting Space: 2500 sqft Total Sleeping Rooms: 306 Total Breakout Rooms: 7 NSO:N	San Diego	Marriott Hotels, Resorts & Suites,-	Coming Soon	
<input type="checkbox"/>		Hilton San Francisco <i>Newly renovated sleeping rooms including the sweet dreams bed, high speed in all rooms, oversized flat screen T/V, safes</i> Total Meeting Space: 119103 sqft Largest Meeting Space: 29637 sqft Total Sleeping Rooms: 1908 Total Breakout Rooms: 81 NSO:N	San Francisco	Hilton Hotels,-	Coming Soon	
<input type="checkbox"/>		Disneyland® Hotel Largest Meeting Space: 78968 sqft Total Sleeping Rooms: 969 Total Breakout Rooms: 52 NSO:N	Anaheim	Disneyland® Resort Hotels,-	Coming Soon	
<input type="checkbox"/>		Marriott San Diego Hotel & Marina Total Meeting Space: 110000 sqft Largest Meeting Space: 23108 sqft Total Sleeping Rooms: 1362 Total Breakout Rooms: 54 NSO:N	San Diego	Marriott Hotels, Resorts & Suites,-	Coming Soon	

Custom Event Invitations

Annual Presidential Awards Invitation - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward Print Attachments X Undo Redo A Accessibility Help

From: ABC Enterprises [abc@starcite.com]
To: Mary Smith
Cc:
Subject: Annual Presidential Awards Invitation



25th Annual Presidential Award

Congratulations in being selected as one of this year's winners of the prestigious Presidential Awards. You have been recognized for your excellence in helping achieve the organizational goals for the fiscal year.

This year, we are proud to announce the destination to be sunny San Diego, California. For more information on the city, please [click here](#). We have planned an array of different activities for you and your guest to enjoy during the long weekend.

Below you will see a link to register and make your air bookings online. The online site will be open until August 1, 2008 to ensure our planners have ample time to organize a smooth event for your enjoyment.

Should you have any questions about the Presidential Awards incentive trip, please do not hesitate to contact:

Leslie Ann Smith
ls@starcite.com
330-455-3344

We look forward to seeing you in beautiful San Diego!

Customizable Event Websites



Welcome

The 2008 Fashion Industry Summit will be held from September 12 - 14, in Kyoto, Japan at the Kyoto International Conference Center.

Please confirm your attendance and provide your accommodation preferences by completing and submitting your registration form no later than Tuesday, August 7, 2008.

Please note: All participants will be responsible for their airfare, airport transfers and accommodations.

If you have any logistics questions, please contact Danielle Matthews at 555-234-2343 or via email at dmatthews@starcite.com.

[Home](#)

[Agenda](#)

[Local Information](#)

[Hotel Information](#)

[Visa Letter](#)

[Register](#)



[ようこそ \(Welcome\)](#) | [登録 \(Registration\)](#) | [Fusion 2006 に参加するメリット \(Why Attend Fusion?\)](#)

[カンファレンス日程 \(Conference Schedule\)](#) | [カンファレンス開催地 \(Conference Location\)](#)

[ホテル施設 \(Hotel Accommodation\)](#) | [Fusion 2006 北米スポンサー \(Sponsors\)](#)

Fusion 2006 Japan

AM: Fusion 2006 Japan

[出席できません。](#)

Fusion International 2006 – ストレージソリューション

ユーシオン東京カンファレンスへようこそ Fusion 2006は、重要な協同関係を築き、新製品をまず目で確かめ、最新の SAN ソリューションを実際に体験できる、正真正銘のストレージチャネルイベントです。

今年の Fusion では、国際的パートナーとカスタマーの皆

Effortless Registration

Help


Note: Fields in red are mandatory

Home	First Name:	<input type="text" value="Danielle"/>
Agenda	Last Name:	<input type="text" value="Matthews"/>
Local Information	Email (ex: jsmith@na.ko.com):	<input type="text" value="dmatthews@starcite.com"/>
Hotel Information	Badge First Name (if different):	<input type="text" value="Danielle"/>
Visa Letter	Title:	<input type="text" value="SVP"/>
Register	Division/Company Name:	<input type="text" value="StarCite"/>
Accommodation	Department:	<input type="text" value="Marketing"/>
Travel	Mailing Address:	<input type="text" value="189 Dancliff Rd"/>
Checkout	City:	<input type="text" value="Manhasset"/>
	State or Province:	<input type="text" value="New York"/>
	Postal Code:	<input type="text" value="10038"/>
	Country:	<input type="text" value="USA"/>
	Office Phone (include city and country code):	<input type="text" value="234-345-2443"/>
	Cell Phone:	<input type="text" value="345-234-1232"/>
	Fax (include city and country code):	<input type="text"/>
	EMERGENCY CONTACT INFORMATION	
	Emergency First Name:	<input type="text" value="John"/>

General Information | Agenda | Accommodations | Travel Information | Register

No Room Required Please click this link to go to the next step if you do not require a room reservation.

Specify your Room Preferences below.



Hilton Hawaiian Village Beach Resort & Spa
2005 Kalia Road Honolulu Hawaii 96815
(Click [here](#) to view hotel Website) [Map](#) [Directions](#)

Earliest Check-in date: Saturday, December 11, 2010
Latest Check-out date: Tuesday, December 14, 2010

- Block/Room Type:**
- Smoking Preference:**
- Check-in Date:**
- Check-out Date:**
- Special Requirements:** Type any special requests or requirements you may have (e.g. wheelchair access, etc.)

Expand Your Sales Force

Efficiently Extend Your Sales & Marketing Team



- No need to hire additional sales staff
- Save Company Resources
- Receive Expert Support

***For questions or additional information
contact us at 877-636-3350 or
info@acclaimmeetings.com***