

# HBAA Forum 2013

“Do you measure up ?”

5 September 2013

Twickenham Stadium

Cassander van Eerd

Clogwork Orange Productions



# Introduction

- Aim of the game
- Agenda
- Panel introduction



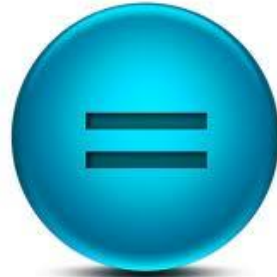
# Introduction

- Aim of the game
- Agenda
- Panel introduction
- Account Manager 2013 Award Nominees

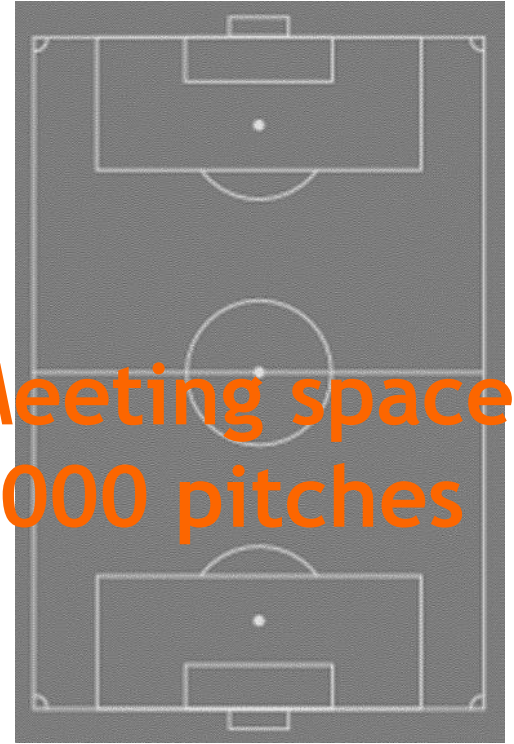


# The playing field

10,127 venues



Meeting space of  
6000 pitches

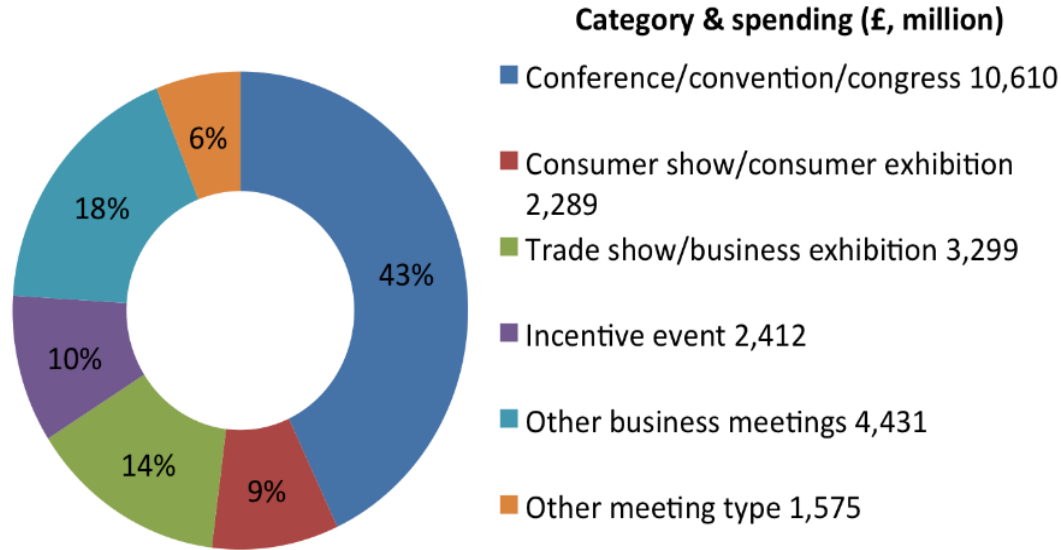


Source: UKEIS, MPI 2011



# The playing field

## 1,301,600 meetings / year



## £24,616 BILLION

Source: UKEIS, MPI 2011



# Measuring tools



**PRODUCT**



**PRICE**



**PLACE**



**PROMOTION**



**PEOPLE**



# Get the measure of your MICE Client

- Leadtime

- Budget

- Commission

- Time

- Tenders

- *Ever changing briefs*



- Client rosters

- **PROTECTIVE**

- **NON TRANSPARENT**

- Procurement



# Cost of sale

- Outbound sales
- Who's your client's client
- Central sales office
- Special offers for agents
- Promoting your property to agencies



PROMOTION





# Account Manager 2013 - nominees



- Razzel Ahmed  
Regional Sales Director  
Corinthia Hotels & Resorts



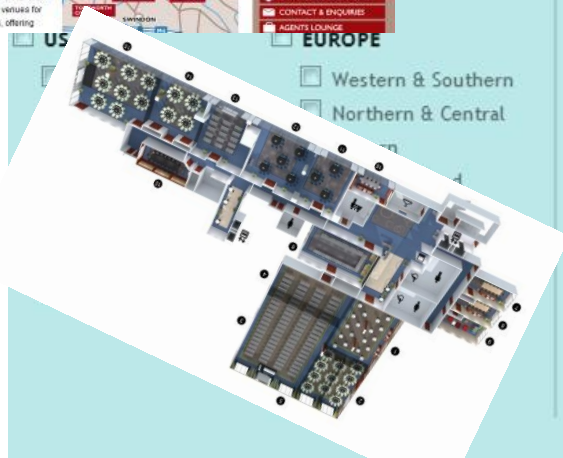
- Alison Makosz  
Regional Director of Sales  
De Vere Venues



# Sales process - the enquiry



## Meetings & Events



### Capacity

Number of Sleeping Rooms Needed

Qty: 0

Largest Meeting Space Needed

Qty: 0(ft<sup>2</sup>)

Total Meeting Space Needed

Qty: 0(ft<sup>2</sup>)

### Distance from Airport

Select  mi ☒ km ☐

### Property Type

☐ Airport



PRODUCT



PLACE



PROMOTION



PRICE



# Sales process - the enquiry

Website:

Check list:

- bedrooms
- capacity charts and DETAILED floor plans
- overview floor plan
- onsite parking and for how many vehicles?
- relevant imagery
- WIFI / AV / Included basics
- Contact details to place an enquiry



PRODUCT



PLACE



PROMOTION



PRICE



# Sales process - the enquiry

- placing an enquiry
- receiving the enquiry
- your proposal
- you know best
- time is money
- make it easy to buy your product
- honest open communication



# Sales process - the enquiry



Source: C & IT Magazine, 3 September 2013

## Product knowledge

- Wifi / bandwidth
- Floor loading
- Hanging points in ceiling
- Power
- Freight access



# Account Manager 2013 - nominees



- Chris Ellis  
Regional Sales Manager  
Accor Hotels



- Alison Richardson  
Area Sales Manager  
Hilton Hotels Worldwide



# Sales process - site inspection

- prepare
- hospitality; lead by example
- involve the right people
- gain knowledge about the client & event
- upsell
- make it different



PRODUCT



PEOPLE



# Event confirmed - job done...

- contract
- file handover
- upselling



PRODUCT



PRICE





# Tastings



PRODUCT



# Account Manager 2013 - nominees



- Jane Clement  
Regional Sales Manager  
Accor Hotels



- Anna Minkina  
Group & Leisure Sales Desk Manager  
Marriott Hotels International



# Post Event



- Accounts receivable vs sales
- Sales opportunity
- Commission payments



PRODUCT



PRICE



# Do you measure up?



- Knowledge
- Be different



# Final thought

# £24,616 BILLION

## Let's do it together



# Thank you

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