



The Best of the West

Updates at PH&R

Christie Pienaar
Vice President, Group Sales

Jennifer Collins
Senior Director, Group Sales
America West

Preferred Agenda

Agenda

- Client Feedback
- Hotel Best Practices
- West Coast Data
- Cvent Data
- Jessica Kimball - Cvent
- Q&A





Christie Pienaar

Vice President, Group Sales at
Preferred Hotels & Resorts

Who viewed your profile **255**

Views of your post **578**

277 members

Including Lauri Baker and 128 other
connections



Invite connections



Preferred Hotels & Resorts Group Sales Community

<https://lnkd.in/ewhYesS>

Listed group





Client Questions

1. What is the earliest date your clients are booking meetings to? Q3, Q4, or 2021?
2. What contract terms are you expecting for 2020 and beyond?
3. Have staffing changes/furloughs impacted your organization and how are you coping?
4. If you formerly did an annual, board and incentive program separately, are they making any changes with regards to these programs?

Key Takeaways from Clients



- Meetings recovery expected mostly in Q1 2021

- Favored contract terms to include:

Force Majeure revised language

Cancel with no penalty

100% rebook

Minimal to no attrition penalties

Date change flexibility

F&B minimums lowered or eradicated



- Hiring freezes, travel bans in place, reductions in workforce

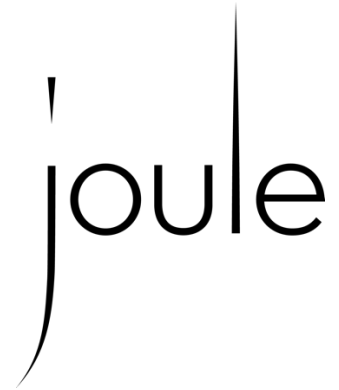
- 2020 events cancelled

- Mix of virtual & hybrid meetings happening right now and in near future

- F2F not going away



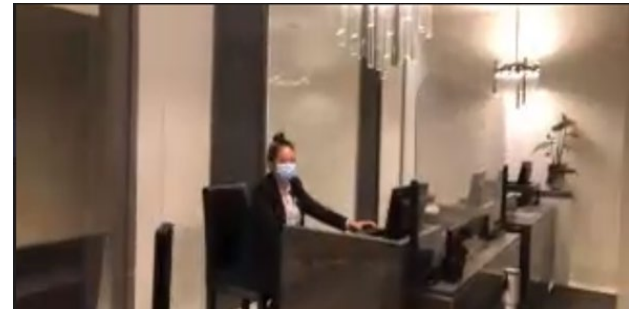
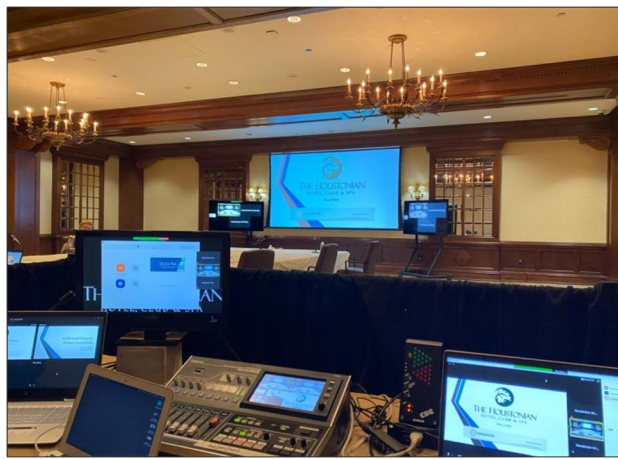
Hotel Success Stories



Key Takeaways

- Overcommunication
- Modified Buffets
- Big spaces with hybrid capabilities
- Social distancing in public spaces
- Stay tuned for future Hotel Panel...





Our Hotels at Work

Our Hotels at Work



How does Cvent benefit you as a Preferred Hotel?

Marketing Fee Discount

5% to all members

Brand Filter

Fully Funded by Preferred
4,211 Received RFPs
7th highest performing brand filter

The Cvent logo, featuring the word "cvent" in a lowercase, sans-serif font. The "c" is blue, and the "vent" is black. It is centered within a white circle.

Microsites

Drives leads, exposure,
marketing to our hotels

Lanyon Total Access

RFP Publisher for transient



Cvent Data Lead Volume

2014 – 30%

2019 – 70%

2020 – 76%

August 25-26 FREE to all & Virtual

cvent Connect

Preferred[™]
HOTELS & RESORTS

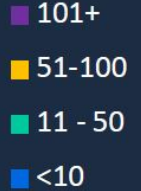
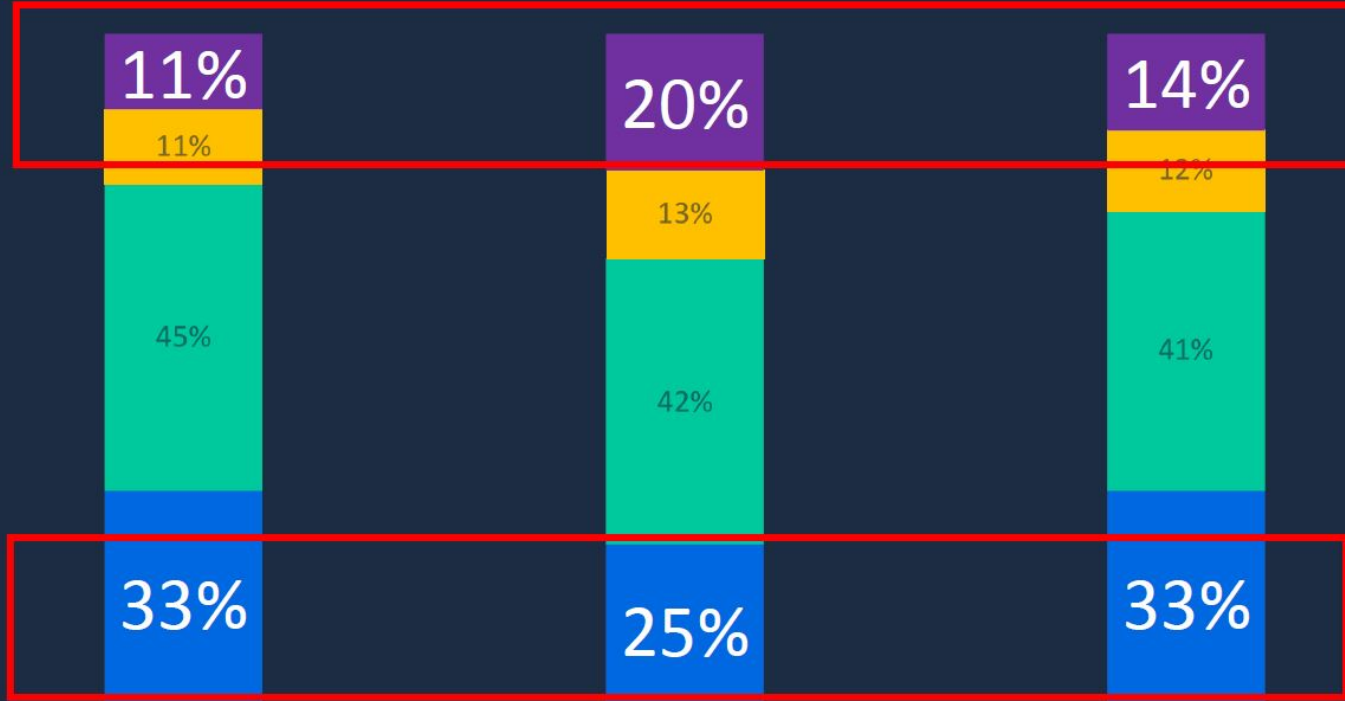
Smaller Meetings in Last 3 Weeks

Booking window:

168

265

231

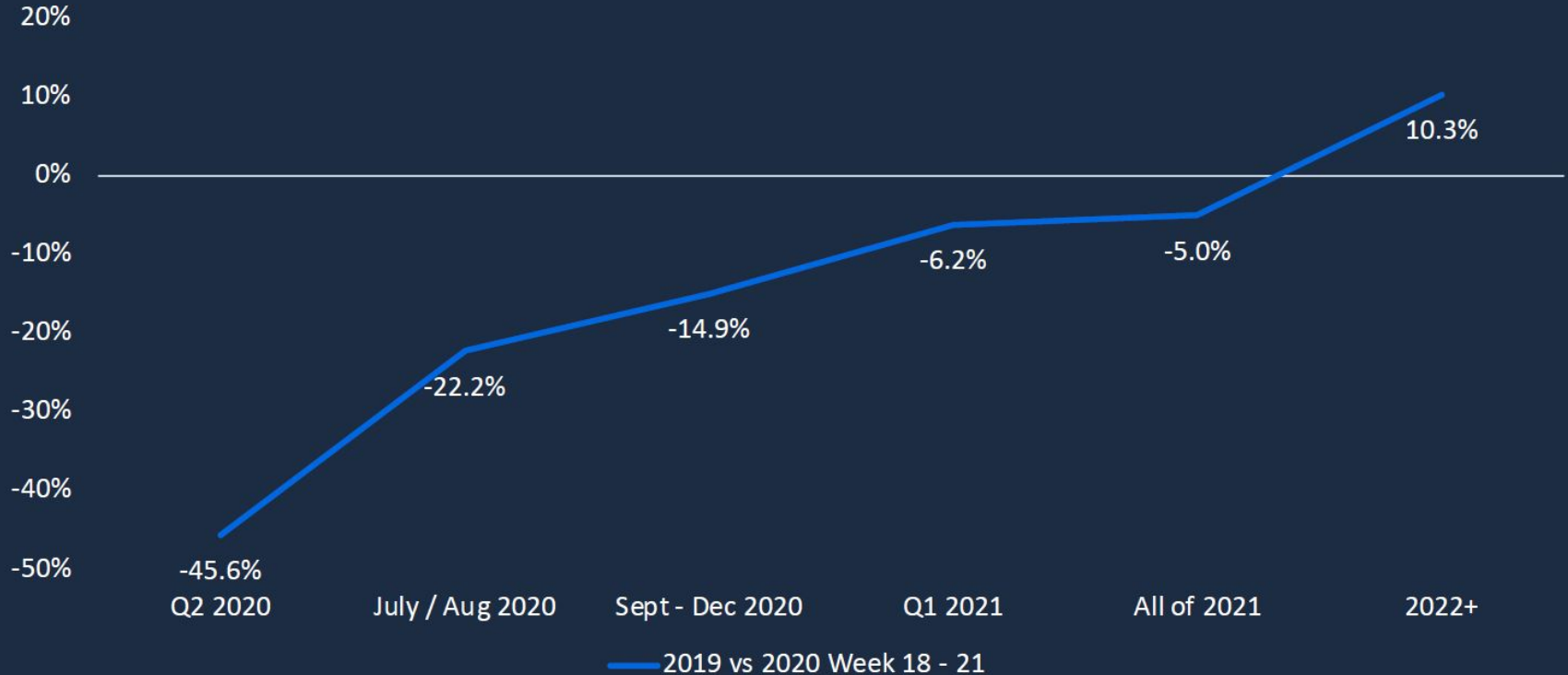


Wk 1 - 11

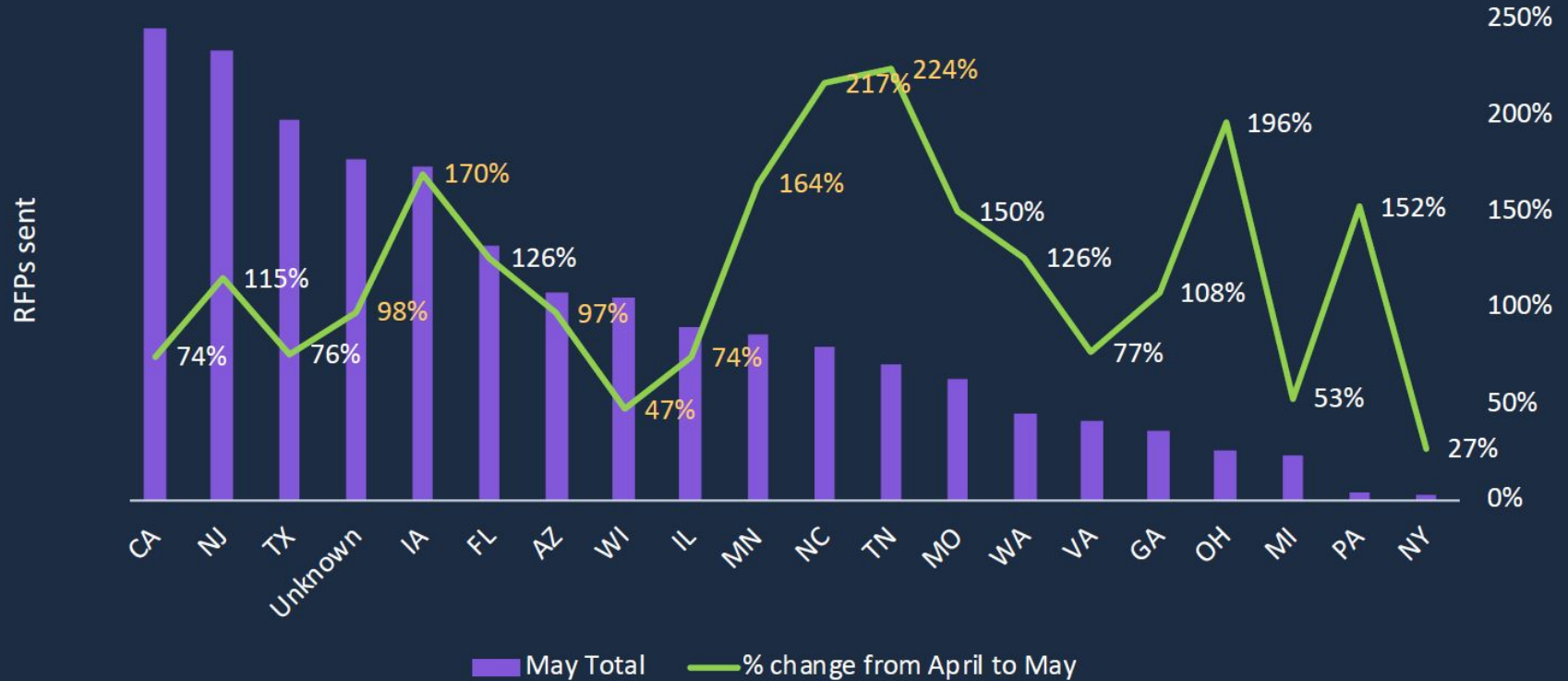
Wk 12 - 21

Wk 22 - 24

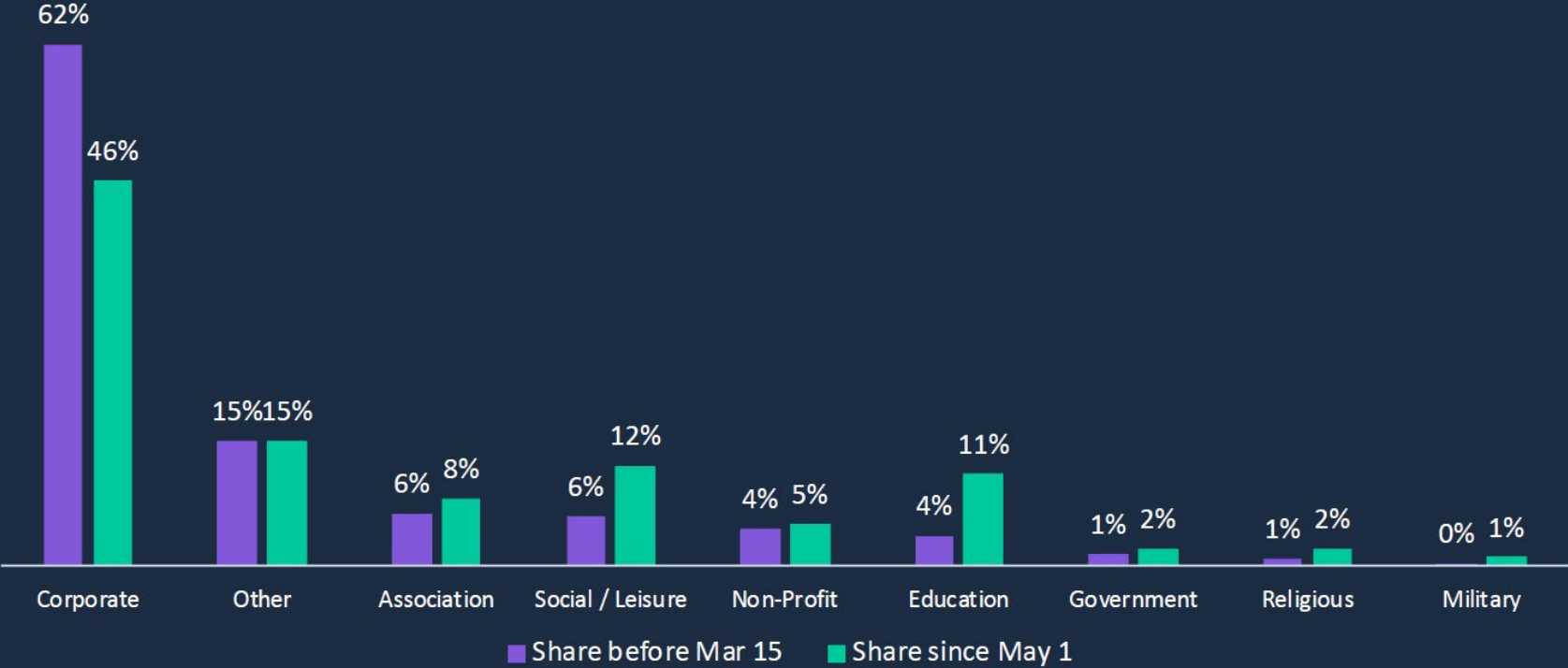
Global Proposed ADR by Arrival Date



US Planner Location Insight – May vs. April



RFP Share by Organization Type





MEETINGS & EVENTS

CWT Meetings & Events



mci

prestige | global
meeting
source



Cvent Data: Number of Contracts

2020 – 57%

cvent

cvent

Jessica Kimball
Senior Solutions Specialist
Hospitality Cloud



Getting the Most Out of Your Cvent Account

Cvent/Preferred Best Practices

Jessica Kimball

Senior Solutions Specialist, Hospitality Cloud



Agenda

How do planners source on Cvent?



What are planners looking for on Cvent?



Where you can manage profile and proposals



How do planners compare bids?

- Cvent Destination Guide
- (Cvent City Guides)

Cvent Promotion Hub

Cvent Supplier Network

Discover Tab (Microsites)

The screenshot displays the Cvent website's 'Discover' tab. The header includes the Cvent logo, navigation links for Venues, Promotions, City Guides, Discover, and Luxury, and user options like Venue List, Sign up, and Log in. A prominent search bar is centered, with fields for 'Where is your event?', 'Start date', 'End date', and 'Event size', followed by a 'Find venues' button. Below the search bar, a large image of a grand building at night is featured, with text promoting a meeting in Farmington, PA, at Nemacolin Woodlands Resort. A 'Select venue' button is visible. The 'Discover More' section follows, with a sub-header 'The world's top chains, brands, and venues want your meetings! Find out what the top chains and brands are doing to make every meeting and event a unique experience.' This section contains three microsite cards: 'Connect at Incredible Marriott Resorts', 'Marriott Meetings Dallas and Fort Worth', and 'Meet in Myrtle Beach, South Carolina'. Each card includes a description and a 'Learn more' link. A 'CHAT WITH US' button is located in the bottom right corner.

cvent
SUPPLIER NETWORK

Venues Promotions City Guides Discover **new** Luxury **new**

Venue List Sign up Log in

Find Incredible Venues. Request Quotes. Book Event Space.
No commission, no charges, no fees.

Where is your event? Start date End date Event size **Find venues**

Optional Optional Filter

TAKE YOUR MEETING TO A HIGHER LEVEL Farmington, PA
YOUR TEAM IS SURE TO BE INSPIRED. ENJOY 2,000 ACRES OF ENDLESS TEAM BUILDING ACTIVITIES AT NEMACOLIN WOODLANDS RESORT, INCLUDING OFF-ROAD ADVENTURES, ZIPLINING, AWARD-WINNING GOLF, AND MUCH MORE. INQUIRE ABOUT OUR EXECUTIVE PACKAGE.
[Show more](#)

Select venue

Discover More
The world's top chains, brands, and venues want your meetings! Find out what the top chains and brands are doing to make every meeting and event a unique experience.

Connect at Incredible Marriott Resorts
Let your next meeting take you to one of Marriott's beautiful resorts in the US & Canada. Experience inspiring meetings, golf, spa and more.

Marriott Meetings Dallas and Fort Worth
Explore Dallas Fort Worth and you'll uncover meeting spaces and activities as diverse as the state of Texas itself.
[Learn more](#)

Meet in Myrtle Beach, South Carolina
Beautiful sandy beaches, Southern hospitality & impressive facilities are just a few advantages to meeting in the Myrtle Beach area of SC.
[Learn more](#)

CHAT WITH US

Product Demo

cvent | ACADEMY

Capitalize Your Marketing Strategy



Market to your target
audience



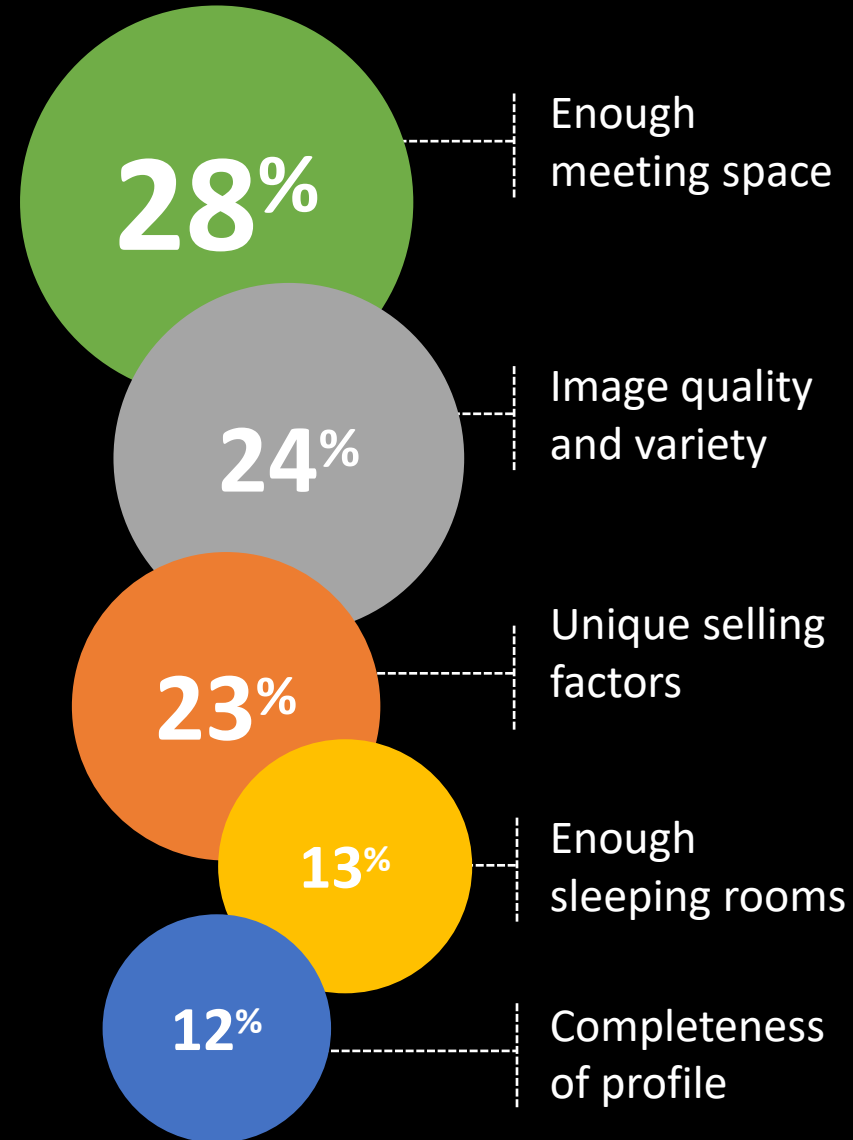
Highlight your
property's unique
selling factors



Make your profile
complete and current

What Do Planners Look For In Your Profile?

Maximize Exposure



How complete is your profile?

Venue Administrator

What's this?

	Email Address
Alexa Deucher	Adeucher@cvent.com
Caitlin Perna	cperna@cvent.com
Jayme Sobeck	jsobeck@cvent.com
John Smith	jsmith@hotel.com

Venue Profile

What's this?

Percentage Completed: 100%

Add a document to be accessible to planners + 10%

Include a URL to link to Twitter or Facebook + 5%

Add virtual tour ? + 5%

Add image descriptions + 2%

Manage RFP Users

Lead Catchers

Name	Email Address
Caitlin Perna	cperna@cvent.com
Stephanie LaClair	slaclair@cvent.com

To update lead catchers, go to [Lead Catchers](#) or contact your venue administrator for assistance.

Proposal Defaults

What's this?

Percentage Completed:

Add documents to attach to proposals


Add sleeping room additional information

RFP Response

Response Rate

Awaiting Proposal: 67%

Turned Down: 33%



This pie graph displays the status of RFPs received this month.

Venue Profile

What's this?

Percentage Completed: 100%

Add a document to be accessible to planners + 10%

Include a URL to link to Twitter or Facebook + 5%

Add virtual tour ? + 5%

Add image descriptions + 2%

Product Demo

cvent | ACADEMY

Where to Get Personal

Send Message Feature

- Send Message Feature for personal connection
- Proposals for facts and selling points that **directly** relate to the RFP
- View Bids example

Create Proposal | Submit Proposal

Your proposal was created, but it has not been submitted. To submit it, click **Submit Now** or **Review and Submit Later**.

Submit Proposal

Enter a message to include when resubmitting with your proposal.

To: Ruchi Munjal
International Sales Associate, Alessandro Rosso Group

Cc:

Message:

2,500 characters remaining ☐ Save for Future Proposals

Select which CVBs in your metro area can view your proposal.

See Your Proposal Through a Planner's Eyes

Planners can compare bids side-by-side before awarding the RFP

The View Bids Report

- Venue Profile Information
- Proposal Introduction
- Proposal costs and other answers



Proposal completeness and ability to highlight selling points can make or break your venue in this report!

Cvent Community

A place to stay connected, get product education and stay up-to-date with the latest product updates.

cvent | COMMUNITY

Select Language ▾

LOGIN

OPEN FORUM

KNOWLEDGE BASE

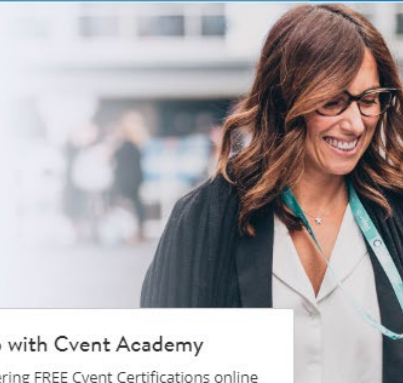
TRAINING

HELPFUL LINKS

SEARCH

Welcome to the Cvent Community

A place to connect, learn, and stay in the know.




Be a Part of Something Incredible


The Cvent Community is the place to stay connected. Discuss best practices, tips, tricks, and questions with other Cvent users. Drive success with fresh ideas for Cvent products. Grow your own industry expertise with dedicated Cvent training. Find new ways to be inspired every day in Cvent Community.

Log in


Recent Discussions



RE: CPE credit tracking and certificates
By: [Amy Jones](#) · 16 minutes ago



RE: Cvent is super slow and times out
By: [Danielle Czark](#) · an hour ago



RE: Birds of a Feather: Association & Non-Profit
By: [Sharna Pascolo](#) · 14 hours ago

All Discussions

Level Up with Cvent Academy

We are offering FREE Cvent Certifications online to all event and hospitality industry professionals who could benefit from the opportunity to demonstrate their expertise and expand their skills for a limited time.

Learn More

Upcoming Events

Wednesday
22
April

Managing Expectations of the Modern Planner
Webinar - Upcoming


Thursday
23
April

Cvent's Platform Tour: Strategic Meetings Management
Webinar - Upcoming


Thursday
23
April

Halten Sie Ihre Türen mit digitalem Marketing offen
Webinar - Upcoming

Customer Spotlight



Morningstar
Expanding the boundaries of event technology for unscripted experiences





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Jen and I are here

Q&A