

MiSGMP e-REEL

Issue #7

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The Chamber of Hotel Secrets

When venturing into the labyrinth that is the Meeting and Event Industry, all travelers will find that there are many well kept secrets and tactics that are needed to escape unscathed. Brett Sorenson, President of Hotel Lobbyists, and SGMP National Treasurer gave us the ultimate tip: The hotel sales person is on your side; let them be your guide. The real dragon is the dreaded Revenue Manager!

Some questions that will help you in your quests and to get the best prices are:



Brett Sterenson, Hotel Lobbyists

1. Can you shift a day early or day later for the best rates?
2. Do you have to meet during the peak season for that property?
3. Do you really need a ballroom space of that size?
4. Do you really need a separate meal room?
5. Can you reuse the General Session space for Breakouts?
6. Can you guarantee more room pick up? (More Rooms = More Revenue!)
7. Can you release rooms sooner?

Remember, the hotel sales person wants your business just as much as you want to be at their property. So, work together and conquer the Revenue Manager!



Community Service Reminder!!!

MiSGMP is proud to be partnering with Mittens for Detroit February - March!



2017 AEC Scholarships

Planner, Educator and Student Scholarship Applications are due by 11:59pm February 10, 2017.



Calling All Writers!

Have an idea? Share it! If you have a great article or topic, please let us know. We'd love to hear from you.

♥♥♥ Be Our Valentine! ♥♥♥

2/15

GREAT LANSING BOARD OF REALTORS

How Social Media Can Increase Your Event's Attendance, Participation & Sales
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Core Competency - Technology
Parking: FREE

Early Bird Pricing Ends: February 9th

3/7-9

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2017 ANNUAL EDUCATION CONFERENCE
[FULL CONFERENCE INFORMATION](#)

PARKING: FREE