

# Meeting Planner Training Camp

www.meetingplannertrainingcamp.com

Marriott Sawgrass Golf Resort & Spa

Ponte Vedra Beach, FL

June 15 - 17, 2009



The Meeting Planner Training Camp is a highly interactive, three-day event that focuses on advanced areas not covered by other training programs including: Hotel Management, Negotiating and Contracts. Taught from the "Hotel Side," the Meeting Planner Training Camp gives planners the unique opportunity to see how decisions and policies are made from within the hotel and how they can work with hotels to deliver extraordinary events.

Sponsored By:



## PROGRAM AGENDA:

### DAY 1: MONDAY, JUNE 15, 2009

#### 6:00 TO 7:30 PM - ARRIVAL RECEPTION

(Hosted by Marriott Sawgrass Resort)

- Welcome from Hotel GM, DOS, Sales Manager Intro of Hotel Staffers and Training Camp
- Attendees Overview of Training Camp Schedule, Highlights

### DAY 2: TUESDAY, JUNE 16, 2009

#### "INSIDER INFORMATION" FOR MEETING PLANNERS

##### 8:30 to 10:00 am - How Hotels Work From the Inside

(Breaks and Meals Sponsored by Marriott Sawgrass Resort)

- Hotel Industry Overview: Peaks and Valleys, Buyers and Sellers Markets
- Hotel Management: Executive Committee, Sales, Catering, CS Managers and Operations Staffers
- Service Standards at Top Hotels
- Behind the Scenes at a Hotel Sales office: Meetings: Pre-co, RevMax, BEO Review, Menu Reading, etc.
- Top 5 Tips for working with hotel managers for better events

##### 10:20 to 12:00 pm - The Hotel P&L: Hotel Accounting for Meeting Planners

(This portion includes a page-by-page analysis of a Hotel P&L, showing how hotels monitor income and expenses, so that planners can determine the value of their business)

- Income streams, Expenses and Profit Centers
- Working with hotels so they compete for your business (again)
- Top 3 Ways to design your meeting to make it more attractive for a hotel

##### 12:00 to 1:00 pm - Lunch

##### 1:00 to 5:00 pm - It All Starts with a Booking

We will examine how a booking is initiated, sold and serviced at a top-level hotel. The planners will see how it starts in the Sales Office, moves to Convention Services, Reservations, Front Desk, Catering and all other departments. Planners will see from a hotel standpoint how their business changes every part of a hotel, and how a hotel works as a team to manage an event.

(This will be done as a backstage hotel tour, planners will be broken into groups and given a complete tour of the hotel. Hotel managers will be assigned as tour guides, and the group will meet back at the meeting room.)

At the end of the tour, based on the specific industries and groups that the planners represent, we'll discuss how to create an effective RFP, outlining needs and priorities, the first step to successful negotiations.

### DAY 3: WEDNESDAY, JUNE 17, 2009

#### WORKING WITH THE HOTEL TO MAXIMIZE YOUR MEETING RESULTS

##### 8:30 to 12:00 pm - Successful Negotiation from a Hotel's Standpoint

(Breaks and Meals Sponsored by Marriott Sawgrass Resort)

- Leveraging your business for the best deal
- Top 5 Negotiation Techniques for a Contract Win-Win

##### Hotel Contracts: An In-depth Contract Session

- Block vs. Space issues
- Attrition and Cancellation Options
- Examine and critique actual hotel contract clauses
- Composing Contracts as a win-win for Planners and Hotel Managers

##### 12:00 to 1:00 pm - Lunch

##### 1:00 to 1:30 pm - Guest presentation from area DMC

##### 1:30 to 4:00 pm - Planning Activities at a Resort: Planning a Great Golf

##### Tournament

- Course selection
- Matching the golf group with the correct format
- Tournament Logistics and working with your golf pro
- Golf as a client, management and team-building event
- Developing golf as an income stream—developing a great sponsor program

##### 4:00 to 5:00 pm - Training Camp review and Wrap-up

##### Adjourn

## PRESENTER:



**TOM PASHA**  
PRESIDENT,  
CONTACT PLANNING

Tom Pasha started his hotel career in operational positions of bellman, bartender and cook, Tom began his management career as a Hyatt Management Trainee in Chicago. He went to Sales Management positions throughout the Hyatt organization, working in 14 Hyatt Hotels over 18 years. Tom was Director of Sales at Hyatt Hotels in Greenville, San Antonio and Chicago O'Hare, and as

Director of Sales, started the National Sales Office for Hyatt Hotels in Omaha. He won Sales Manager of the Year, Sales Director of the Year and the Donald M. Pritzker Award for Sales Excellence. He presents Sales Skills Seminars to CVB's and hotel sales departments nationwide.

Tom founded CONTACT Planning, a national meeting planning company with headquarters in Orlando, Florida. The company concentrates on corporate and association events that include golf. Tom has personally booked over 50,000 room nights and 12,000 rounds of golf at clubs and resorts nationwide.

## Ponte Vedra Beach, FL June 15 - 17, 2009

The Meeting Planner Training Camp will be held at the Marriott Sawgrass Golf Resort

**Early Bird Special**  
(Before May 29, 2009) .....\$695

**Regular**  
(After May 29, 2009).....\$795