

Planning Meetings in the "New Reality"

-Michael Dominguez, CHSE

In this two-part breakout, Michael Dominguez takes an in depth look at the "New Reality" in our economic environment so you can gain an understanding of negotiating in these uncertain times. This session looks at the economic meltdown, the recovery, RevPAR (revenue per available room) projections and an ever changing consumer. You'll leave with an understanding of:

- The driving issues in the hotel industry and how that impacts to your meetings
- What economic conditions to expect for 2011 from industry research
- How the demographics of associations & corporations are changing

**Part 1 will lay out the research & topics that will be discussed in Part 2.*

Planning Meetings in the New Reality, Part 2

The second part of this series will take an in-depth "behind the scenes" look at the hotel industry and their revenue through a candid discussion between hoteliers & meeting planners on the future of meetings. While discussing unique needs, hoteliers & meetings planners will work together to develop strategies for win-win partnerships by going over:

- A hotel's profit/loss statement, cost pressures and restrictions
- How many years it takes hotel rates to recover from an economic downturn
- How to work with the hotel to create a new "21st century meeting" that meets the needs of a diversifying membership

**Part 2 builds upon topics discussed in Part 1, but attending Part 1 is not a prerequisite.*