



08

Ask and Ye Shall (Maybe) Receive

NABBING PERKS AT HOTELS ISN'T ALWAYS EASY, BUT OUR EXPERT ADVICE WILL HELP YOU MAKE A BETTER GO OF IT.

BY MEGHAN McANDREWS

DO YOUR HOMEWORK

» Be sure that the venue has accurate information about your event and your attendees so they can see the overall value of your event as well as see what offerings may be best suited for your group.

-Amy Garner, director of strategic accounts, TRIAD Conference Services

WHAT PERKS DO YOU WANT?

» Be sure the perks you are requesting truly add value to the event. Determine what perks would work well with the objective of your event as well as what will create added value for you attendees. Once you've thought that through, decide which items you think would cause the least cost and/or inconvenience for you vendor of venue. *-Amy Garner*

GET READY TO...ASK, ASK, ASK

» It never hurts to ask. The worst that can happen is they say no. *-Amy Garner*

UNDERSTAND THAT NEGOTIATIONS ARE GIVE AND TAKE

» Remember that there are two parties involved in the negotiation. Keeping this in mind when working with venues results in better perks and a better end result for you and your attendees. *-Amy Garner*

KEEP IT REAL

» Being unrealistic in your requests does not work. Make sure that what you're asking for is reasonable and consider the cost to the venue as well. Telling the venue that without the perks they'll lose your business is a bad idea. *-Amy Garner*

LOOK AT THE BIG PICTURE

» If you can negotiate a discount on a fixed cost (i.e. room rate), you may be able to spend a few more dollars per person to purchase your own perks. *-Amy Garner*



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