

Guest Speakers for Your Classroom – Tapping into the HSMAI University

Webinars from the [HSMAI University](#) are a great way to bring excellent “guest speakers” from the national stage into your classroom – from Peter Yesawich, Chairman and CEO of Ypartnership and Jan Freitag, Vice President for Smith Travel Research to Cindy Novotny, Managing Partner of Master Connection Associates to Bob Gilbert, President & CEO of HSMAI.

Members of the [HSMAI Sales & Marketing Faculty Advisory Board](#) recently reviewed 10 webinars and made recommendations for how you can incorporate them into your classrooms:

1. Managing Group Sales Contracts in a World Gone Mad
2. Prospecting in a Down Economy: Proactive & Creative Prospecting Strategies
3. Researching Companies Online...What Can I Learn Before the Sales Call?
4. The New Revenue Management Metrics: Measuring Performance in the New Economy*
5. How to Target Group Revenue through Email Marketing
6. The RFP Process*
7. Emerging Lifestyles and Travel Trends: Implications for Resort Marketing*
8. One-on-One with Smith Travel Research*
9. The Voice of the Customers. Do you know what your customers are really thinking?*
10. Driving Ancillary Revenue With the Experts

**Indicates time sensitivity and are not recommended beyond early 2011 without another review.*

Reviewers were:

- Eric Brey, Assistant Professor, University of Memphis
- Tracey Caponera, CHSC, Assistant Professor, SUNY Delhi
- Katie Davin, CHE, Associate Professor, Johnson & Wales University-Providence
- Kimberly A. Tranter, Associate Professor/Director of Resort, Lodging, and Tourism Management Programming, Johnson & Wales University-Denver

PS – Did you know that members of HSMAI who are Faculty get a 50% discount on all webinars (both live and archived)? To take advantage of this program, contact Kathy Tindell at ktindell@hsmi.org or 703-506-2010.

To order any of these webinar programs, or any of the 103 programs in the archive (as of 10/1/09), visit www.HSMAIUniversity.org.

Managing Group Sales Contracts in a World Gone Mad

Reviewer: Katie Davin

Originally Recorded: May 13, 2009

Rating: ★★★★★

Excellent seminar, with three panelists who all bring very different perspectives. The panel is comprised of a hotel sales executive, a third-party meeting planner, and an attorney specializing in representing hotels.

The title is misleading and should be clarified. This webinar highlights eight common “post-contract requests”, and how they recommend handling them. Many meeting planners are attempting to renegotiate the terms of their contract, requesting rate reductions, block reductions, credits for rooms outside the block, and more.

Each post-contract request is explained, and then each panelist makes recommendations.

Prospecting in a Down Economy: Proactive & Creative Prospecting Strategies

Reviewer: Eric Brey

Originally Recorded: May 28, 2009

Rating: ★★★★★

Web + Audio: Presentation gives a review of concepts in pursuing customers that may want to do business but are more budget minded in the current economy. Strategies are provided to ‘pull ourselves up by the bootstraps’ that provide examples for students on being effective sales people (i.e., prospecting plans, becoming rejection proof). Would complement current curriculum materials by focusing on the importance of sales, especially in a down economy.

Hand-out Materials: Hand-out materials provide a PDF version of the PowerPoint presentation which provides some basic, and needed, lists concerning sales. Information could easily be integrated into a lecture to provide additional insight into the webinar.

General Thoughts: This webinar provides an overview of how to move from telemarketing, to prospecting and ultimately business. The information provided is not time sensitive – the materials covered are applicable after this year. A good addition to class if faculty has interest in adding sales content.

Recommendation: Use for presentation of specific sales techniques in an introduction to sales and marketing class.

Researching Companies Online...What Can I Learn Before the Sales Call?

Reviewer: Kim Tranter

Originally Recorded: November 18, 2008

Rating: ★★★★★

Another outstanding presenter in Gordon Liametz. But really fast paced. He speaks as fast as I do, but there was so much great info that I found myself writing like a crazy person. I liked it so much though, that I plan to listen to it again. This is a great webinar explaining how to prospect online to both junior and even some older senior sales managers.

He walks the audience through using the free Hoovers and explains how it is great for beginning salespeople. And you get 200 free sales leads, so those who think that they have to pay to even use Hoovers are incorrect.

Next he discusses the financial databases, specifically EDGAR and show you how to navigate to find the best information. He also briefly tours bizjournals.com and tsnn.com (for trade show news). However, his explanation of Yahoo Finance is the same found in the Hospitality Strategic Management textbook, so this was the only area I found a bit of redundancy.

He goes into details regarding how to use keyword strategies to continually narrow your search parameters. And he tells how best to use the four major search engines: Google, Yahoo, MSN, and Ask Jeeves. He also goes into great detail regarding Zoom Info (and its high price tag) and Reference USA. And he explains how to search by market segments. He list new databases and which are best to use for what you are seeking. Searching for SMERFE business also comes up at the end.

Overall, a wealth of information! If I were teaching a class where I was using this, I would definitely create a handout to go along with the discussion. I love fast paced, information packed webinars such as this. Definitely a winner!

The New Revenue Management Metrics: Measuring Performance in the New Economy*

Reviewer: Katie Davin

Originally Recorded: June 4, 2009

Rating: ★★★★★

This is very interesting material. It would be useful for a revenue management course and, possibly, an advanced marketing class. It's too technical for a basic marketing course.

Some of the information will not be as useful in future years, because it highlights trends that are very specific to the current economy. However, some tips (such as "never lower your rate structure – if you must discount, clarify that these are limited time discounts") would be useful any time.

How to Target Group Revenue through Email Marketing*

Reviewer: Eric Brey

Originally Recorded: May 5, 2009

Rating: ★★★

Web + Audio: Presentation gives a good overview of current advertising numbers relating to the use of email marketing in relation to other methods. The presenter gives a basic overview of email marketing attributes, from the subject line to when an email should be sent. Students would be exposed to interpreting results and other specific examples of email marketing campaigns.

Hand-out Materials: Hand-out materials provide a PDF version of the PowerPoint presentation that would provide some additional materials for classroom discussion. Pertinent examples do not come through on the PDF version but email marketing 101

does.

General Thoughts: Some of the initial statistics will quickly be out of date but the fundamentals of email marketing will prevail. This presentation lacks in truly integrating email campaigns with other technology and advertising methods (which has been shown to be important).

Recommendation: Use for specific examples of how properties can use email marketing in a lower-division marketing class as upper division course would need more insight into marketing integration.

Reviewer: Tracey Caponera

Originally Recorded: August 5, 2008

Rating: ★★★★★

The RFP Process*

Comprehensive, makes a complicated process easy to understand. Specific and relatable examples are provided.

NOTE: NBTA format changes for 2009 are provided – these format changes may change in 2010 and therefore may not be relevant for future viewing beyond 2010.

2nd Segment of webinar focuses on trends from 2008 that may no longer be applicable due to drastic changes in the economy. One example may be the process timeline for RFPs noted in the webinar.

3rd Segment offers very helpful and accurate Do's and Don'ts

Printable handouts nice addition to webinar.

Reviewer: Tracey Caponera

Originally Recorded: May 11, 2009

Rating: ★★★★★

Emerging Lifestyles and Travel Trends: Implications for Resort Marketing*

Excellent webinar with reputable guest speaker!

Webinar address difficult economic times, and therefore probably will be applicable webinar for resort industry for next 2 years.

Useful data from reliable sources is presented – very credible facts/figures. Because data on trends is so up to date, may not be relevant one or two years from now.

Host presents information on new and relevant travel sites; this information is crucial to resort managers and sales forces.

Clear presentation with specific examples provided; very important trends that resort properties need to be aware of.

One-on-One with Smith Travel Research*

Reviewer: Kim Tranter

Originally Recorded: March 31, 2009

Rating: ★★★★★

The presenter, Jan Freitag, was fantastic! Fast paced and humorous, I would like to hear from him quarterly! This is an outstanding webinar to use in Revenue Management.

Again, this one is time sensitive, which is why it would be great to hear from him at least semi-annually. And he is positive! He starts out by saying that the hotel industry has always been profitable – versus his example of the airline industry which has never made a profit.

He shows with graphs and stats how rate cuts hurt. He showed how long it took us to climb out from 9/11. He also explains how this erodes the value proposition in the customer's mind. He explains that we must be careful where and how we cut rates. But he also explains that this is a cyclical industry and that we always eventually rebound.

He explains that it is currently a buyer's market but that he is projecting a switch to a seller's market in late 2010 or early 2011. The upper upscale market got hit the hardest and he suggests that many people are trading down and that there is contraction in the middle.

He discusses the key 15 markets. Great explanation on what rate percentage increase is needed to exceed inflation. He states that decreasing rate this time is not driving occupancy.

He then shows the AIG invoice for \$440,000 spent at the St. Regis and talks about the AIG effect. And there is a wonderful section on why intuitively groups rooms should be cheaper than transient, but that we are currently seeing a decline in group rates as well. He warns to be aware of pricing through channels.

He ends by stating that he sees light at the end of the tunnel. There are less rooms currently in the construction pipeline and abandoned rooms are increasing sharply.

He also references a PKF study that shows the correlation of seat capacity to room demand. Also, just an FYI, Smith does not track booking windows, but he did note that they are closing – to just a few days for transient and just a few months for much of the group segment.

This webinar runs about 34 minutes and is worth every minute. An outstanding presentation!

The Voice of the Customers. Do you know what your customers are really

Reviewer: Kim Tranter

Originally Recorded: May 4, 2009

thinking?*

Rating: ★★☆☆

This one starts really slow and really pessimistically. If I were a student, I would immediately be thinking about switching majors. So if you use this one, skip Bob's intro and head into the meat of the panel discussion.

The panel is comprised of a variety of association executives and primarily corporate customers. It really is most appropriate for someone with at least some industry experience. There is a lot of jargon used that may lose some of the younger students who are just learning the terminology.

Also, this one is definitely time sensitive, speaking about the forecast for the balance of 2009 and early 2010. There is a great discussion in the beginning that helps us to understand the current psyche of the corporate business buyer. It explains that this is a great time to be a corporate travel buyer as you can be a superstar negotiating some fantastic deals. They also explain that meeting planners must not have a mission and objective to show the business value of holding face-to-face meetings. It is all about ROI.

I think this webinar is most appropriate to adult learners and those with some experience in the meetings industry. It may also be appropriate for a senior level sales and meeting class. Plus, there is some great material at the end for resort marketers.

There is some good discussion on incentive travel and current trends. It also discusses the impact of lodging taxes. NBTA now publishes the best/worst list of cities in terms of lodging taxes.

They all stress the need today for strategic meeting management – whether the meeting will be virtual or face to face. But they stress that event marketing (meetings) and print media are still the two largest expenditures in most companies' marketing budgets. They ended with a forecast for the balance of the year.

However, I thought the best part of the entire webinar was the question and answer session at the end. They discussed the need for resorts particularly to articulate their value propositions to planners. They also discussed some legislative issues, antitrust (briefly), and issues with procurement managers who do not understand hotels. They also discussed some interesting factors to consider when determining your travel objectives (airlift, hotel, F&B), and site selection.

There was a great take-away at the end regarding the need for resorts to go back to basics. It is still about relationships and being a true partner with your clients.

Conclusion: There is some good material here – especially at the end. Just use caution playing it in its entirety or using the Intro.

Driving Ancillary Revenue With the Experts

Reviewer: Tracey Caponera

Originally Recorded: March 10, 2009

Rating: ★★☆☆

A decent webinar. A little too much “fluff” and not enough “wow” in first segment; speaker a little too rehearsed.

1st Segment: provided practical ideas, but nothing really new or innovative. Helpful for new sales/marketing managers and perhaps good reminder for seasoned veterans.

2nd Segment: Excellent speaker, enthusiastic and encouraging! Provided good ideas regarding partnering and “complimenting” your product/service/brand. Great tips on resources available to properties wishing to increase revenues.