



PROCUREMENT
STRATEGY GROUP

When Experience Matters!



PROCUREMENT —————> **MEETING LOGISTICS** —————> **EXECUTION**

We provide the best customer service along with innovative and unmatched event solutions - starting with procurement, through meeting logistics to final, on-site execution.



Led by meetings industry veteran -
Magdalena Bonnelly, MBA, VEMM.

20+ years of experience

2021 Smart Women in Meetings
Award Winner

Thought Leader
Podcast Host

We are global meeting planners
and we offer meeting planning and
production services



We transform every conference with our holistic meeting planning and proprietary methodology called "7 Step Process to Event Design"

7 STEP PROCESS

TO EVENT DESIGN

BY MAGDALENA BONNELLY, MBA, VEMM



Current certifications



Member of



Services we offer:

Fractional Event Director

Strategic Meetings Management

Virtual Meetings Management

Destination Research and Management

Venue Sourcing and Contracting

Hotel and Attendee Management

Banquet Event Orders

AV and Production Management

Event Budget Creation, Tracking and Management

and more...

How to Avoid Hotel Attrition Toolkit

Hotel attrition occurs when a group booking for a certain number of rooms falls short of the committed room block, resulting in financial penalties for the event planner or organizer. To avoid hotel attrition, you need to be ready to manage attendees and room block. Here is helpful toolkit of strategies we use in our “7 Step Process to Event Design”!

1. Conduct thorough pre-planning analysis and accurately estimate the number of rooms needed based on historical data, attendee demographics, year over year growth of the conference etc. - [link to Event Forensics](#)
2. Negotiate favorable contract terms:
 - Clearly define the room block and attrition clause in your RFP contract. Use % and numbers i.e. 20% of room block (X number of rooms)
 - Ensure the attrition threshold is reasonable and can be adjusted if necessary. Current industry standard is 10-20% slippage.
 - Add “attrition resell” clause in the contract.
 - Do not agree to “per night” attrition.
 - Make sure pre- and post-event night reservations count towards your room block numbers.
3. Establish a cancellation policy:
 - Encourage attendees to notify you or the hotel if they need to cancel their reservations.
 - Negotiate with hotel extra flexibility in your group's reservation cancellation policy.
4. Plan strategically:
 - Schedule your event dates to minimize the risk of attrition during peak seasons or conflicting local events.
 - Evaluate past data: analyze attrition history from previous events to better understand patterns and make informed decisions for future events.

- Share updates with hotel on your group's room block and event attendance as the event approaches.

5. Utilize rooming lists:

- Maintain a rooming list to keep track of attendees and their reservation details. Ask hotel to regularly check for reservations that may have been made outside the room block (when attendee registers for conference but makes reservation at the hotel through other reservation means than designated group link or forgets to identify themselves with the group).
- Share this list with the hotel regularly to help them manage room allocation effectively and keep open lines of communication with the hotel's sales and event planning teams.

6. Promote the hotel to attendees:

- Encourage attendees to book within the official room block by highlighting the benefits of staying at the event hotel, such as convenience and networking opportunities.

7. Offer incentives:

- Consider providing incentives for attendees to book within the room block, such as discounted rates, complimentary amenities, or early check-in/late check-out options.

8. Monitor and adjust:

- Continuously monitor the room block status and adjust it based on registration list.
- Be prepared to negotiate with the hotel if it becomes clear that the attrition threshold may not be met.

9. Consider insurance:

- Evaluate whether event cancellation insurance could help mitigate the financial risks associated with hotel attrition.

10. If you owe attrition to the hotel, mitigate charges by offering to book future event with the hotel.

WHEN EXPERIENCE MATTERS,
CONTACT US TODAY!

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