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The Last Mile: Understanding the Issues with Group Housing Management and Booking

Chris Avery | Cvent
Adam Briggs | ConferenceDirect
Kevin Macintyre | AccorHotels
Olivia Pelzer | Cardinal Health
Forward Looking Statements

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POLL: How do you manage your room blocks?

1) Cvent Hotel Request Form
2) Cvent Passkey Integration with registration site
3) Our own Cvent Passkey account
4) Housing links created by the hotel
5) Another Room Block Tool
6) Manually with Spreadsheets
7) Other
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Group Booking Challenges

- Request/reservation inaccuracies due to re-keying errors
- Attrition and attendees booking outside the block
- Inefficient & not secure processes
- Back and forth communication between planner and hotel
- Difficult/manual reporting processes
Shoulder Dates

Generate 5-10% more revenue from your groups
Event Connector (RegLink)

- Register for event
- Reserve Hotel room
- Notify Non-booked
- Booked
- Registered
Thank You

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Don’t forget to take the session survey!