

WELCOME

In the few months since the INMEX launch, it has been exciting to see how so many of you are planning meetings that are positively impacting the world.

Some of the activities that we are working on this month with subscribers include:

- RFP and site selection consultation for the Sierra Club Foundation 12th Annual National Advisory Council Briefing
- Contract consultation for the National Association of Chicano and Chicana Studies 2007 Conference in San Jose, California
- Contract consultation for the Amalgamated Transit Union 2007 Convention in Las Vegas
- Contract consultation for the Empire State Pride Agenda for their annual meeting in 2007.

I look forward to continuing to answer your hospitality industry questions!

—Sekeno Aldred, CMP

Labor Tensions Escalate at Los Angeles Hiltons

Despite the groundbreaking national settlement recently achieved between the Hilton Corporation and UNITE HERE, the owners of two Los Angeles-area Hilton hotels are refusing to settle an escalating dispute with their workers.

Upon arrival at the LAX Hilton and the Glendale Hilton, guests have encountered picket lines and protests. Workers fighting for the right to organize launched a boycott against the Glendale Hilton in April, and in August,

workers at the Hilton LAX followed suit. As Michael Collins, LA Inc.'s executive vice president told the LA Times in August, "Nobody really likes to book group business at a time when there is a labor dispute." Rather than bringing their guests into the middle of the disputes, many groups have cancelled events at the hotels, including the California Teachers Association and the Jubilee Ministry of the National Episcopal Church. The Hilton LAX could lose up to \$1 million a year from just these two clients, and the Glendale

Hilton has already lost over \$200,000 in cancelled business.

Labor tension at both hotels contin-



Workers and supporters protest outside of the LAX Hilton Hotel.

ues to escalate. Union organizers warn that if a settlement is not reached quickly, the situation at the hotels could escalate to a strike.

SAVE THE DATE!

Join us at the second training in the INMEX Meeting Professionals Series:
December 6, Washington, DC
Call Sekeno Aldred at
202-661-3695 to sign up
and for more details.

Saluting the San Jose CVB

Thank you to the San Jose Convention and Visitors Bureau for helping to make the first INMEX Informed Meeting Professional training a great success!

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california this is the way
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Five Ways for Better Event Budget Management

By *Kate Slonaker*

In an industry where rates fluctuate and are highly negotiable, it is not easy to ensure a positive return on investments for events. Below are five ways to make the most of your resources.

- **Seek Volume Discounts for Repeat Business:** Negotiate with your vendors and capitalize on your customer loyalty and bulk purchases. Examining your payment history with vendors and venues will yield big savings for your organization.

- **Track Taxes and Other Fees Closely:** Educate yourself about taxes, gratuities and hidden vendor fees before you negotiate pricing. These additional charges can affect your bottom line by over 35%. Factor these costs into your budget immediately so you can manage the rest of your allocated dollars with real numbers.

- **Registration and Attrition:** Paying for extra food, beverages and unused hotel room commitments can put you in the red. Studying your attrition and registration history will enable you to maximize your room blocks and effectively handle your variable budget costs.

- **Small Changes Can Result in Big Savings:** By tracking expenses by budget category and sub-category, you can often identify where competitive quotes or vendor changes are needed.

- **Use the Right Tools to Manage Your Budget:**

Do you have the best tools to compile and accurately report on results? Can you prove the return on investment for your event spending? Online tools such as Cvent's Event Management system



At the first INMEX Informed Meeting Professional Training were Susan Palmer, CMP National Association of Letter Carriers; Everett Shape, CMP, Goodwill Industries International; Rosemarie McBride, Goodwill Industries International; Jenny Evans-Muir, American Federation of Teachers, AFL-CIO

can handle event budgets, online registration, meeting travel, housing, and email communication in one integrated interface. Today's planner should take advantage of advanced solutions in order to track costs and revenue in the most efficient way.

Kate Slonaker manages over 400 events per year for Cvent, the leader in online event management solutions for event planners. Kate can be reached at kslonaker@cvent.com. INMEX thanks Cvent for their sponsorship of the first INMEX Informed Meeting Professional training.

WHAT'S HAPPENING IN CITIES AROUND THE COUNTRY

The status of negotiations at hotels throughout the country is changing quickly. Contact us for more information.

MONTEREY

Workers in Monterey reached a 4-year settlement with the Hyatt Corporation.

SAN FRANCISCO

A contract was achieved between the Local 2 and the San Francisco Multi-Employer Group, and the two-year boycott against the involved hotels has ended!

The new contract will expire in 2009. The union is currently in contract negotiations with the San Francisco Marriott.

HAWAII

Hawaii Local 5 and hotel management have reached tentative new contracts at the Hilton Hawaiian Village and the four Sheraton hotels on Waikiki. An additional 5,000 hotel workers in Waikiki continue the fight to secure fair contracts.

CHICAGO

Local 1 settled new contracts with all major operators, which will expire in 2009.

TORONTO

Local 75 settled 4-year contracts at the Sheraton Centre, the Hilton Toronto and the Hilton Toronto Airport.

Visit www.hotelworkersrising.org for more detail on specific properties.

Those Who Are Prepared Will Lead the Way

by Joan Eisenstodt

To paraphrase Yogi Berra, the meetings industry “ain’t what it used to be.”

Meeting planners have always faced the challenge of finding creative ways to plan affordable, enjoyable and effective meetings. But we are now experiencing more industry and societal changes than I have ever seen in my 30 years in the industry. We face risks and contingency issues from terrorism to weather disruptions to food poisoning. Airline instability causes us to wonder if participants will be able to reach meeting destinations. Changing demographics impact when and how we hold meetings. Even industry core competencies and the CMP exam are changing.

Meeting planners who are committed to professional growth and to making this industry smarter need to consider the numerous factors that will impact the way meetings are planned in the years to come. We need to be prepared to respond as greater numbers of cities, countries, hotels, and other venues become smoke-free; people belonging to a wider range of age,

ethnic and religious groups work side by side, attend the same meetings, and stay at the same properties; airlines stop serving even more communities; and those who seek opportunities to learn on their own decide what and where they will learn rather than at your meeting.

In the midst of constant change in our industry, meeting planners must ask: What will the meetings and hospitality industry look like in the future? What is my niche in the market and how can I prepare for it? How can I lead the industry to new heights? What skills will bring me to a positive future - for myself, my employer, my clients, and the industry?

The exciting future of the meetings industry is quickly unveiling itself. Those who are prepared will lead the way.

Joan L. Eisenstodt has been named “One of the 25 Most Influential People in the Meetings Industry” by Meeting News magazine. She is the founder of Eisenstodt Associates, a Washington, DC-based conference consulting, facilitation and training company. She also monitors the meeting planner’s listserve, mimforum.

TOP 5

REASONS TO USE CVENT FOR MEETINGS AND EVENTS

1. **Ensure optimum event capacity** with waitlist management
2. **Drastically reduce data entry** with simple import tools
3. **Minimize event marketing costs** with viral marketing
4. **Streamline attendee communication** with automated reminders
5. **Track meeting and event costs** with the budget tracking module



CONTACT US TODAY REGARDING OUR SPECIAL OFFER FOR INMEX SUBSCRIBERS.

SUBSCRIBERS CORNER

Welcome to our new subscribers!

ARI, Amalgamated Transit Union, American Chemical Society, Association of American Geographers, Association of Black Sociologists, Automotive Resources International, Belle Occasion, Building Owners and Management Association of New York, California School Employees Association, Center for Effective Public Policy, Congressional Hispanic Caucus Institute, Consumer Attorneys of California, Corporate Management Trust, Council on Social Work Education, CRS & Associates, CSH & Associates, DC Employment Justice Center, eb xml Consulting, Enterprise Community Partners, Event

Management Solutions, HelmsBriscoe, Howard University, Immigration Equality, Inspiring America, Inc., International Union of Operating Engineers, Jewish Labor Committee, La Raza Centro Legal, National Alliance to End Homelessness, National Association of Negro Business & Professional Women's Clubs, Ontario Secondary School Teacher's Federation, Ryan Resource, Inc., Society for the Study of Social Problems, The Rosen Group, University of Maryland - Center for Advanced Study of Language, Western Association of Women Historians, Zero to Three

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