

## WELCOME

As we embark on another new year of conventions, meetings, special events and lots of travel, INMEX thanks our subscribers for a successful first six months.

By our anniversary in December, INMEX had grown to a total of 171 subscribers; initiated exciting new partnerships with LA Inc., Cvent, and Team San Jose; held two Informed Meeting Professional seminars with Joan Eisenstodt; redesigned our website; published a bi-monthly newsletter; and assisted subscribers at various stages of planning their meetings. And the buzz around INMEX continues to grow within the meetings industry.

We look forward to a new year full of new accomplishments and exciting interactions with our subscribers and with the meetings industry. Happy New Year!

—Sekeno Aldred, CMP

## INMEX Announces New Resources for Planners

INMEX is pleased to announce new resources for meeting planners: the INMEX RFP Checklist, Reservation Agreement Template, and redesigned website.

The INMEX RFP Checklist is our version of a standard RFP for hotel site selection with special new language for INMEX subscribers, such as language for union prioritization. We are always taking suggestions for new information to add to this RFP, so it will be evolving. New versions will be available on our website.

The Reservation Agreement Template provides a full reservation agreement with all the standard contract language, but it is tailored to protect and prioritize groups' interests. For example, it includes strong force majeure language and a liquidated damages clause that calculates damages based on lost profit instead of lost revenue.

Lastly, our newly redesigned website



offers a new "plan a meeting" form for those groups that need personalized advice on individual venues and cities.

We hope you enjoy our new resources, and we remain committed to providing cutting edge resources and support for meeting professionals.

**VIEW INMEX'S NEW RFP CHECKLIST AND RESERVATION AGREEMENT TEMPLATE!**  
Visit [www.inmex.org/resources.php](http://www.inmex.org/resources.php)

## HOTEL UNION ACTIVITY THROUGHOUT THE COUNTRY

### BOSTON:

City-wide hotel contracts, scheduled to expire on November 30, 2006, were extended until February 1, 2007.

### DENVER:

Workers at the Hyatt Regency Colorado Convention Center joined UNITE HERE.

### HAWAII:

Local 5 settled contracts at the Hyatt

Regency Waikiki, Waikiki Beach Marriott, Ilikai Resort, and Queen Kapiolani hotels.

### LOS ANGELES:

In December, 16 hotel workers engaged in a seven-day water-only fast and camped outside of the Westin LAX Hotel. The workers continue their struggle for the hotels' acceptance of the living wage passed by the LA City Council.

### SAN FRANCISCO:

Local 2 settled a contract at the San Francisco Marriott.

### TORONTO:

In December, contracts were settled at the Doubletree and Renaissance Airport Hotels and the Marriott Bloor Yorkville. The Delta Chelsea and other Fairmont properties are resisting settlement.

## “Value-Based Site Selection” Seminar a True Success!

Thirty-six meetings industry professionals attended INMEX's second seminar “Value-Based Site Selection” on December 6th. LA Inc. sponsored the event, and Joan Eisenstodt facilitated.

Joan began the session with an anecdotal reference to a meeting she organized in Boston that raised the question – “What do you do if your organization’s values conflict with your venue’s corporate values?” The participants gained tools to find venues that fit their organizational values and to get the most out of meeting planning dollars during site selection. Additionally, the training showcased INMEX's service offerings including assistance during the RFP and contract negotiation processes.

As part of INMEX's commitment to professional development, this session was worth 2.5 credit hours which can be applied towards CMP certification or recertification. Meeting planners and subscribers are encouraged to contact INMEX staff with questions regarding upcoming trainings.

INMEX thanks LA Inc. for their generous sponsorship of the event.



Seminar attendees learned about values-based site selection at INMEX's December 6 event.

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**LA INC. THE LOS ANGELES CONVENTION AND VISITORS BUREAU**

# Quick Tips for Effective Web Surveys

By *Kate Slonaker*

Online surveys are the most accurate and cost-effective way for meeting planners to gather valuable business intelligence. Savvy meeting professionals use surveys to understand what attendees want from the event experience and why invitations are turned down or accepted. Hearing attendees' opinions before an event helps planners to better deliver on expectations related to issues from speaker topics to food choices to session format. Surveying attendees after an event highlights areas where planners can improve. The collected information enables professionals to make smart business decisions for their organizations. However, designing an effective survey frequently poses a significant challenge. The following tips will help you get the best results from your survey efforts:

**Work Backwards:** Envision the survey results you want before you write. Think about what data is important and will illustrate whether or not you've achieved your objectives.

**Incentives:** Give respondents an incentive for completing your survey. Keep in mind survey length, and use progress indicators to let respondents know how many questions are left.

**Pre-Survey Test:** Get in depth feedback on your surveys before sending them out. Refine your surveys for each target audience.

**Post-Survey Metrics:** Find out who answered your survey, who deleted your email, and which emails bounced. Examining the numbers will help you to improve your surveys in the future.

**Optimize Efforts with Technology:** Online survey tools like Cvent's Web Surveys streamline survey creation with everything from cloning features to professional templates to one-click post-survey reporting. Learn more at [www.cvent.com](http://www.cvent.com)

*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](mailto:kslonaker@cvent.com).*

## EVENTS FOR MEETINGS INDUSTRY PROFESSIONALS IN 2007

**Jan 21–23: Meeting Professionals**

**International Professional Education Conference**, New Orleans, LA, [www.mpiweb.org](http://www.mpiweb.org),

**Jan 30–Feb 2: Religious Conference Management Association**

**World Conference & Exposition**, Louisville, KY, [www.rcmaweb.org](http://www.rcmaweb.org)

**May 2–May 6: Society of Government Meeting Professionals**

**Annual Conference**, Atlantic City, NJ, [www.sgmp.org](http://www.sgmp.org)

**June 14: American Society of Association Executives**

**Springtime Conference**, Washington, DC, [www.asaenet.org](http://www.asaenet.org)

**June 19–20: Hospitality Sales & Marketing Association**

**International Affordable Meetings–West**, San Jose, CA, [www.hsmai.org](http://www.hsmai.org)

**July 22–24: Convention Industry Council**

**CMP Conclave**, Disney's Contemporary Resort, Orlando, [www.conventionindustry.org](http://www.conventionindustry.org)

**July 29–31: Meeting Professionals International**

**World Education Congress (WEC)**, Montreal, Quebec, [www.mpiweb.org](http://www.mpiweb.org)

**Aug 4–7: American Society of Association Executives**

**Annual Meeting**, Chicago, IL, [www.asaenet.org](http://www.asaenet.org)

**Sep 5–6: Hospitality Sales & Marketing Association**

**International Affordable Meetings–National**, Washington, DC, [www.hsmai.org](http://www.hsmai.org)

**Nov 11–15: Financial & Insurance Conference Planners**

**Scottsdale**, AZ, [www.ficpnet.com](http://www.ficpnet.com)

## Value- and Values-Centered Site Selection

By Joan Eisenstodt

Selecting destinations and sites for meetings is not as easy as some believe. We have to weigh practical issues – rates, dates, space, travel time, cost-effectiveness, and so forth – with our desire to choose a venue whose values are in sync with our organizations’.

And although venues look beyond the old “rates – dates – and space, you can only have two” formula, they are still mandated by their shareholders, including the communities in which they do business, to be profitable.

Matching fiscal responsibility and values-centered events can be a tough balancing act. INMEX can be a great resource for helping to ensure that the site you choose is in line with your values. INMEX offers several helpful tools for selecting meeting destinations and sites including the “Manual for Meeting Planners”, the INMEX model contract template, and the INMEX RFP checklist, which has used some of the tools from the RFP our com-

pany developed. Your RFPs and industry relationships will allow you to ask deeper questions about how workers are treated, how the environment is respected, and other issues relevant to your particular organization’s mission.

There are no easy answers. The answers however are easier once your organization has internal discussions and knows how you will weigh your selection criteria before you are faced with looming deadlines. Armed with the right information and tools, you will be able to move beyond having to choose between rates, dates, and space to providing your organization with site selection that is both values-centered and financially-sound.

*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 listserv, mimforum.*

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1775 K Street, NW  
Suite 620  
Washington, DC 20006

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