

ETMP Needs You!

Six active and one future committee make up the working composition of ETMP. Why not share your skills and talents to support ETMP's mission of improving the quality and promoting the cost-effectiveness of meetings by joining one of the committees?

- **Education and Program Committee:** Chaired by LaTonya Rudolph, Member Supplier. This group is responsible for developing and implementing programs to increase the personal and professional development of the membership. Members develop program content, secure speakers for regular meetings and educational conferences, and solicit proposals for meeting locations.

- **Membership Committee:** Chaired by Tony Lawson, Board Supplier Director. This group is responsible for promoting and maintaining a balanced membership by recruiting among eligible individuals and organizations.

- **Budget and Finance/Fundraising Committee:** Chaired by Kim Paul, Board Treasurer. This group tracks funds, assists in budget development, and makes recommendations regarding allocations, expenditures, and maintenance of ETMP financial resources.

- **Communications Committee:** Chaired by Amparo Henderson, Board Secretary. This group is responsible for publication of this monthly newsletter, ETMP News. Members also work on publicity campaigns, including website development and brochures.

- **Hospitality Committee:** Chaired by Angela Beach, Board Planner Director. This group is responsible for managing reservations, greeting members and guests, and accepting fees at meetings and functions. Members of this group may also design nametags and other promotional material.

- **Awards and Special Events Committee:** Chaired by Cindy Ogle, Member Supplier. This group is responsible for developing and implementing an awards program that recognizes members who have significantly contributed to the objectives and mission of ETMP. This group coordinates special events and programs.

- **Special Projects Committee:** Chair position not currently filled. This group will be responsible for implementing special projects that benefit the ETMP membership, as determined by the ETMP Board.

There are many avenues for creative minds to explore the opportunities available through these committees. Contact Jim Johnson at 865-300-7365 to join any of the committees!

September Recap:



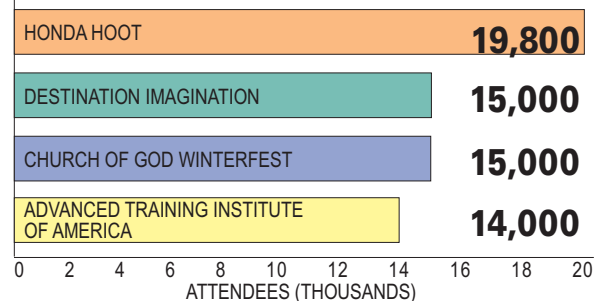
Dan Thurman provides members a close-up look on negotiation techniques

Dan Thurman, president of The Thurman Group, delighted members with his version of the four basic personality styles during his "Open the Door and Close the Deal" seminar on September 24 at the Holiday Inn Select. Dan highlighted the differences between the four types – Bull, Cat, Dog, and Monkey – and demonstrated through role playing how effective persuaders "ask more and talk less." He ended the program in style, using his "Bag o' Tricks" to point out key elements in successful negotiations, such as preparation, knowing the customer, and following through. Dan's use of humor ensured the attendees were both entertained and educated on effective negotiation techniques.

TRACK MEETings

"What are the four largest meetings in Knoxville by total attendance?"

SOURCE: Knoxville Convention and Visitors' Bureau



Your President Speaks



by **Norma Cardwell,**
president, **ETMP**

LUNCH AND LEARN: Although I don't recommend the practice of eating at your desk instead of getting away for a lunch break, I know that many of us do that from time to time. I thought this would be a great opportunity to offer a short summary of ideas that are in every "Meeting Planning 101" course. Please take a few minutes during that five minute lunch to remind yourself of the following fundamentals:

1. Hotel negotiations from a planner's perspective (suppliers please comment). What is negotiable? Some planners say everything! Here are some suggestions:

- Meeting room rental
- Hospitality suites in host hotel
- Cut-off dates
- Attrition and cancellation policies
- Complimentary rooms
- Microphones in meeting rooms
- Discount for early payment
- In-room amenities
- Suites and upgrades
- Décor props
- Round-trip limo for VIP's
- In-house services
- Food and beverage
- Early Check-in/Late checkout

2. Enhance your negotiating power by knowing the answers to the following before you negotiate.

Your Group:

- History of sleeping room pickup
- Meeting space required and its ratio to sleeping rooms
- Special requests for VIP's or the group as a whole
- Arrival and departure pattern
- Whether attendees dine in the hotel or go out
- Payment policy
- Value of your meeting to the hotel regarding revenue and repeat business
- Flexibility options – time of year, time of week

The Hotel:

- High and low season
- Transient vs. group business
- Arrival and departure pattern
- Ratio of meeting space to sleeping rooms
- Rack and corporate rates vs. standard group rates
- Rates at comparable hotels for similar space
- Occupancy holes that need to be filled
- Areas of greatest profit to the hotel

These are just a few things that should be helpful when negotiating with a hotel. Creating a pattern of doing your homework on the front end for any negotiations will enhance your chance for success. Good luck!

how to... **promote** ...your organization to **ETMP planners**

Coming soon...for members only!

Suppliers: advertise your products or organizations; independent planners: advertise your services here. Two of ETMP's missions – to promote networking and enable business contact opportunities – will be showcased in this space with your advertisements. We will be devoting a portion of the newsletter to your ads every month to help you get recognition for your products and services.

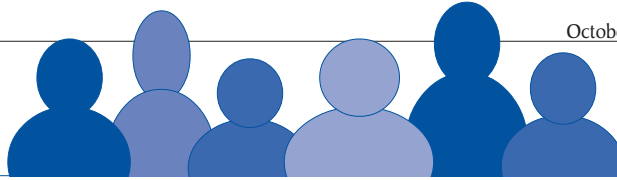
- one-half page = \$75.00
- quarter page = \$50.00
- business card size = \$30.00

E-mail camera-ready electronic files (in PDF, GIF, EPS, or TIF format) to gsherrill@tnpress.com and forward payment to ETMP at P.O. Box 10863, Knoxville, TN 37939-0863 (checks payable to ETMP).



ETMP members learn personality profiles and negotiating skills at the September meeting at the Holiday Inn Select at Cedar Bluff in Knoxville.

Meet Your Members...



Angie Beach,
UT-Batelle

Name: **Angela Beach**
Title: **Conference Manager**
Organization: **UT-Battelle/Oak Ridge National Laboratory**

1. I've been in the meeting industry: **two years as a planner.**
2. The best advice I ever got was: **"Stand up for yourself and what you believe. You're not going to starve if they fire you."** This advice came from

my father when I first joined the wonderful world of the working class.

3. The average number of events I handle per year is: **150**

4. My current home is: **Jacksboro, but I've also lived in Oak Ridge.**

5. The most satisfying part of my job is: **The variety of people I meet and work with and the various types of meetings I coordinate. It is very satisfying to see a meeting come to a successful end, knowing that your efforts contributed to its success.**

6. Something that most people don't know about me when they first meet me is: **I used to be an exerciseaholic, sort of a non-professional weight lifter. That was about 30 pounds and seven years ago! I am also the pianist for my church.**

7. Some international countries represented at events I've been responsible for include: **Japan, China, Russia, Italy, and several others.**

8. The song I most often sing in the shower is: **I don't sing in the shower, but I raise the roof in my car. I don't have a favorite song or even a favorite music style, although there are some I hate (those I'll keep to myself!).**



Kim Paul,
Knoxville Convention and Visitors Bureau

Name: **Kim Paul**
Title: **Sales Manager**
Organization: **Knoxville Convention & Visitors Bureau**

1. I've been in the meeting industry: **nine years as a supplier.**
2. The best advice I ever got was: **Do not cry because it is over; smile because it happened.**

3. My worst meeting disaster/horror story is: **Booking a group at the Knoxville Coliseum when, at the time, we did not have a hockey team.**

Then we did, so the group's general session had to be set on ice. They were very cold!

4. I wish I could: **spend more time with my dogs and family.**

5. The average number of events I handle per year is: **30**

6. My current home is: **Knoxville, but I've also lived in Memphis.**

7. My favorite meetings industry website is: **www.knoxville.org**

8. I really admire: **strong women because their example helps me push myself to the next level and also helps me to want to achieve more and go the extra mile.**

9. The most satisfying part of my job is: **meeting new people.**

10. Something that most people don't know about me when they first meet me is: **I am always joking around.**

11. Some international countries represented at events I've been responsible for include: **Germany, England, all over the world.**

12. The song I most often sing in the shower is: **"Do You Believe"**

It takes both planners and suppliers to implement successful meetings.

Each month in ETMP News we profile two members; one planner and one supplier.

Kim attended UT and received a degree in Marketing. She began her career as a sales manager for the Holiday Inn Select Downtown for two years and then transferred to the Hyatt Regency Knoxville for five years. She has been working with the Knoxville Convention and Visitors Bureau for a year now. Kim loves the city of Knoxville and believes that the best job in the world is being able to sell it and learn more about it everyday. She loves reading, biking, playing with her dogs (a Lab and Cocker Spaniel), and visiting with her family in Memphis.

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Let us know more about you!
Complete a Member Profile Questionnaire to be included in a future issue of ETMP News.
Planners and Suppliers needed!
Contact Amparo Henderson at hendersa@ora.gov for an electronic questionnaire.

DID YOU KNOW? *watching industry trade journals...*

At the Movies...and Happy Endings

Thank you, readers, for your timely submissions! Several of you found that interesting bit of news that we asked for in last month's column, so we do have lots to share with the ETMP community this month!

- Christopher Hosford, Executive Editor of *Meeting News*, gives the "thumbs up on movie meetings" in the September 2002 issue of *Meeting News*. He describes the impact of the lucrative theater-based meeting: fully interactive modes of communication, AV presentations in Dolby stereo, satellite presentations of product demos or web-based training projected on the big screen through high-speed T1 Internet lines! The biggest push, Hosford writes, is coming from Regal Entertainment, which went public in May, with 560 theaters and 5,900 screens in 36 states as a result of joining three bankrupt theater companies. Perfect for companies with far-flung divisions, Regal Entertainment's expertise is in full utilization of satellite communications. Hosford describes Regal's "Meeting And A Movie" plan, where companies take advantage of multiple auditoriums in one locale. For a recent medical conference, physicians occupied one auditorium for a satellite broadcast of a medical procedure, while their family members watched a private screening of a new movie release in another auditorium. Regal also offers food and beverage capabilities. For about \$4,000, Regal Entertainment provides multi-site events with satellite downlinks and a PowerPoint podium.

- Also from the September 2002 issue of *Meeting News*, Bryant Rousseau writes about a win-win, happy ending in a cancellation battle between Conference Travel & Management Inc. (CTM) and Mandalay Bay Resort & Casino. CTM was being sued by Mandalay Bay for \$400,000 when, after the September 11 attacks, CTM decided to pull a conference slated for October 2001. CTM offered to hold a conference three times the size of the originally planned event at a later time, and in return, Mandalay Bay withdrew their suit. Each party ended up with a win: CTM got an excellent property at a decent rate, and Mandalay Bay got a great piece of business. The lawsuit was dropped, and the dispute was settled amicably.

- In another court case reported in the August 2002 issue of *South Meetings*, a class-action lawsuit concerning energy surcharges added to hotel guests' bills was settled in Los Angeles Superior Court. During last year's power crises and soaring energy costs, four major hotel chains routinely zapped their guests with surcharges ranging from \$1 to \$3 per day. Under the terms of the settlement, these guests are entitled to a \$10 discount on a future stay. The discounts will have the hotel chain properties dancing to the tune of up to \$60 million.

- An event planning tip was noticed in the September 2002 issue of the electronic newsletter, *RegOnline*. The money saving tip: order a la carte! Instead of ordering food and beverage service at the per-person rate as listed on many hotel menus, order the same food and beverage by the dozen/gallon for a 20%-40% savings. The continental breakfast example provided was based on 70 attendees: the person rate of \$7.50, totaling \$525, versus the a la carte choices of six dozen muffins/danishes at \$21.95 per dozen, four gallons of coffee, decaf, and tea at \$26.95 per gallon, and eight carafes of juice at \$14.50 per carafe, totaling \$355.50. With the 33% savings, fruit and granola could be added to this menu!



Members Meeting Success!

- Belated birthday wishes to member planner, **Barry Neal, CMP**, who celebrated his birthday this past September 21! Barry is a senior conference specialist at the UT Conference Center.
- Member planner **Greg Sherrill** was named Acting Executive Director of the Tennessee Press Association, Inc. (TPA) in September, and
- Member planner **Robyn Gentile** was promoted to Acting Member Services Manager to handle many of Sherrill's former duties within the association. Gentile has been with TPA 12 years.



...Mark These Meetings

DATE/TIME: **Tuesday, Oct. 22**, Registration 11:30 a.m.
 LOCATION: Radisson Summit Hill, Knoxville
 TOPIC: "Underestimate No One" *Educational workshop*
 For more information or to register, please contact
 Jim Johnson at jhjohns2@prodigy.net or 865-300-7365.

UPCOMING MEETINGS:

- **Thursday, November 21:** Holiday Social and Annual Meeting (*social*) Location: Club LeConte
- There will be no meetings scheduled for December.