



BETTER MANAGE ROOM BLOCKS FOR FUTURE SUCCESS



3 Reasons Technology Gets You Ahead

1. Automation

From registrations to reservations to reporting, everything is captured online and easily accessible at any time. It's easier than ever to know where your attendees are and assist them onsite. Another perk is the ability to estimate the amount of staffing and flow you'll need based on attendee numbers, as well as arrival and departure times.

2. Security

Reliable and credible technology providers have security compliance guidelines in place to protect you, your attendees, and your data. This prevents threats of fraud and ensures privacy is a priority at all times.

3. Accuracy

The technology provider's sole focus is to collect, automate, and analyze your data. The streamlined systems ensure your room block dates are accurate and maximize room reservations so attendees aren't booking around.

Room block management may not be the most favored task but it doesn't have to be so dreadful. With a little maneuvering and proactive thinking, you can turn this task into a more automated undertaking.

8 Tips for Room Block Management

1. Make Registration and Hotel Reservations the New "It" Couple

When registration and hotel reservations go hand-in-hand, you're on your way to defying attrition woes and simplifying the hotel reservation process. When registrants are presented with hotel options during registration, it means one less step for them to worry about later on. Plus, when these two steps are combined, you receive the convenience of tracking more attendee information in one place and more details about your room block. And if you can swing it, forcing attendees to register for your event in order to reserve a hotel room may mean increased pre-registration numbers and more revenue in your pocket sooner.

2. Take Credit for Every Room – Even Wayward Reservers

Let's face it, not all attendees will follow your rules and may be inclined to book on their own for reasons like hotel loyalty points or reduced fares online. However, it's always in your best interest to make sure all rooms within your block receive credit; no matter how they were booked. Start the process by discussing this with your hotel(s) and writing the details into your contract so you receive credit for all your hotel guests even if they booked through another channel.

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3 Ways Exclusive RegOnline® by Lanyon and Passkey Technology Make Your Job Easier

RegOnline is the first and only solution to bring new advanced integrations with Passkey, the global leader in hotel room block management. Now you have exclusive access to enhanced hotel listings and confirmation functionality to:

1. Ensure hotel confirmations by displaying reservation details on the confirmation page
2. Enable attendees to change their hotel reservation online after initial submission by modifying or canceling directly from the registration confirmation page
3. Remind registrants to book a hotel room directly after they've registered for the event

3. Get Your Attendees Amped Up

Everyone loves getting something out of the ordinary to feel special. Attendees are no exception and it's an easy way to get them on board with your reservation expectations. Here are a few ways to incentivize your attendees to book within your room block:

- Discounted registration
- Hotel offers such as room service or restaurant credits and spa services
- Giveaways for local tours, suite upgrades, and airport transportation
- Special perks like event swag and VIP invites to networking events

4. Get Your Exhibitors Excited

Similar to attendees, exhibitors will also buy into your process if you show them additional value. Here are a few incentives to get them out of the booth and into your room block:

- Complimentary exhibitor badges to access special events, sessions, receptions, and meals
- Prime exhibitor space at your event or future events

5. Leave No Room Unturned

Experienced planners who have seen it all can vouch that conducting room audits may be an event planner's secret weapon. Not only are audits another way to avoid attrition fees but they can also help build a historical view of your room blocks. Whether attendees use memberships or go through other channels like corporate rates, you should account for every room that is outside of your block. Knowing details for rooms outside of your block or outside of the contracted hotels is still vital data to show your actual room block pickup this year and could lead to greater bargaining power in the future.

6. Save Time for You

Working with technology saves event and meeting planners from the strains of manual processes that suck up too much of their time. Technology allows you to simply review automated online registration and hotel room block reports, rather than labor-intensive tasks like emailing individual attendees to collect information or printing out comparison reports.

Another time-saving bonus is using the same technology provider year-over-year. This helps to create a historical reference of your data, which can be helpful in hotel and vendor negotiations for your room blocks. Plus, you, as well as staff members, can easily access the system for every event, every year without relearning the process.

“ I was able to work with the hotel to get free parking passes and free WiFi to support the room block. ”

- Barbara Heisser, Event Planner

7. Save Time for Attendees

Attendees are your customers, so providing the best service to them in the quickest way possible will ultimately equal happy, returning customers. As much as technology saves time for you, it creates time-saving benefits for attendees as well. Combining registration and hotel reservations in one system gives attendees real-time access to available hotels in just a few clicks. And when the same provider is used consistently every year, attendees become comfortable with the process – making it faster for them to use the system each time. When you make the steps simple, you’re opening the door for attendees to take part in your room block based on the convenience factor.

8. Think Outside the Room for Attendees

Similar to providing incentives and saving time, getting attendees to your room block is all about making it worth their while. Remind them of the perks that might not always be top of mind and communicate through email or website materials. A few benefits include:

- Networking – whether it’s in the hotel lobby, elevator rides, or dining areas, there are numerous opportunities for attendees to network with each other through casual run-ins or proactive meetings by staying at the same hotel.
- Easily accessible everywhere – staying in the host hotel means less travel time since they will already be onsite. Or if the meeting is offsite, there is still the convenience of complimentary shuttles reserved for attendees at the hotel block.
- Customer service – with a well-managed room block system in place, attendees will feel supported and have a point of contact for their reservations.

Feeling empowered yet? Approach your next event with these tips and take control over your room blocks while also creating happier attendees.