

MeetingNews

news

Mission Possible: Curing Those Attrition Blues

By Donna M. Airoidi

Indianapolis — Ahh Hah! Discovery Tools here has introduced a new product that can help planners beat the attrition blues.

“The Mission to Avoid Attrition” package — composed of a CD with more than three hours of audio content supported by a PowerPoint presentation and a 59-page workbook — aims to teach meeting executives how to keep attrition damages at bay by collecting historical data, preparing room-block projections, writing better contracts and improving negotiation techniques. All help groups reduce or eliminate potential attrition damages.

The material was put together by Holly Hospel, president of Ahh Hah! Discovery Tools and a former association meeting executive, and industry attorney James Goldberg, principal in the Washington-based law firm Goldberg & Associates.

“Hotels are our partners in planning conventions and meetings, but planners and hotels have different economic interests,” said Hospel. “The often-difficult attrition issues we see today are the results of these differences.

“I equate attrition to a pre-nuptial agreement. The contract language needs to be equitable to protect both sides. This CD can help planners present data that both they and hotels can use in order to make good business decisions and achieve a fair allocation of risk.”

Hospel approached Goldberg and together they created an attrition seminar which was offered a couple of times in the Washington area. It outlined their

respective expertise in mitigating attrition claims for several clients, and became the foundation for the new CD/workbook package. Specific tools include:

- Template attrition language to counter-balance hotel contract language.
- Template spreadsheets used to collect data that minimize attrition risk.
- Instruction on how to project accurate hotel room-block pickup.
- Tips on how to negotiate with hotels and arguments to counter their claims.
- Instructions on how to evaluate the risk a group and the hotel are willing to assume within the contract.

• Insights on Internet room bookings, hotel-room discounting, room audits, and how hotel room nights have become a commodified product.

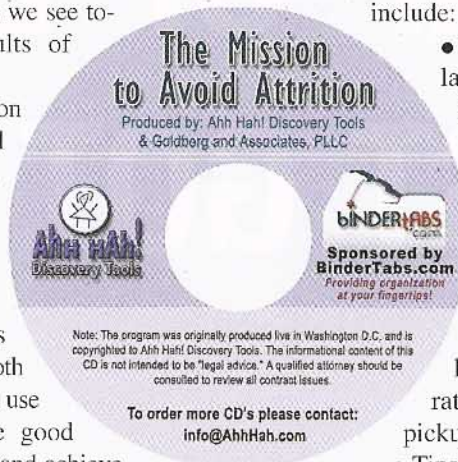
“Attrition is a problem that all associations face,” said Sharon Swan, executive director of the American Society for Clinical Pharmacology and Therapeutics, who attended one of the attrition seminars. “With these tools in hand, we improved our overall room pickup to better than 100 percent.”



Holly Hospel

For more information or to order a copy of “The Mission to Avoid Attrition,” which costs \$45, visit www.Ahh-HahToys.com and click on the CD link or call 317-823-7051.

Contact Donna M. Airoidi at dairoidi@meetingnews.com.



Note: The program was originally produced live in Washington D.C. and is copyrighted to Ahh Hah! Discovery Tools. The informational content of this CD is not intended to be "legal advice." A qualified attorney should be consulted to review all contract issues.

To order more CD's please contact:
info@AhhHah.com