

Program Best Practices

Chapter Leader Exchange

Best Practice Series

Chapter Leader Exchange

Friday, September 17

10:00am – 2:30pm CT (break for lunch)

- Program Best Practices | Aug 27, 1:00pm CT
- Health Equity Engagement Best Practices | Aug 31, 10:00am CT
- Membership Best Practices | Sept 8, 3:00pm CT
- Finance Best Practices | Sept 15, 2:00pm CT
- Advocacy Best Practices | Sept 20, 1:00pm CT
- Sponsorship Best Practices | Sept 29, 1:00pm CT

Agenda

- Program resources
- Best practices presentations
 - HIMSS
 - Volunteers
- Q&A
- Discussion/breakout groups (if time allows)

Event Support

- Chapters are approved CEU providers for CPHIMS & CAHIMS
- Zoom account
- Speaker assistance
- Financial assistance
- Marketing templates & toolkits
- Email chapters@himss.org to promote your event on the HIMSS calendar
- Chapter leader resource area: <http://clra.himsschapter.org/event-planning>

Requests and Restrictions

Chapter Support and Collaboration Requests

- One easy request form:

<https://surveys.himss.org/checkbox/Survey.aspx?s=99cad66d3a984d2cb71ed44c8e4efee4>

- Collaboration requests
- Event Speaker
- Financial Support

Policy

- Chapter programming policy
 - >4 hours, 30 days prior to or after HIMSS GHC

Presenters



Beth Faubel
Director, Meeting Services
HIMSS



Amy Chacko
New England Chapter
Chapters Task Force



Sepi Browning
Georgia Chapter
Chapters Task Force

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Director, Meeting Services
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e Are – HIMSS Meeting Services



Beth Faubel, CED, DES
Director, Meeting Services



Anthony Maggiore, CMP, CED, DES
Senior Manager, Meeting Services



Dorcas Santiago, CMP
Manager, Meeting Services



Byanca Ellul, CMP
Meeting Services Specialist



What We Do

- We are a service team to internal stakeholders providing meeting planning expertise for both internal and external facing meetings and events.
- We manage over 50 meetings/events per year and work year round to execute the HIMSS Global Conference. The HIMSS Global Conference is the largest medical show in the nation.
- Our team rotates our job responsibilities on an annual basis in order to provide cross-training and enable fresh and innovative ideas from year to year.

Planning an Event - The 5 W's

- Who
- What
- When
- Where
- Why



Contracts - What does it boil down to?

- **Dates**
 - Flexibility helps to keep rates lower (peak season, shoulder, off-season)
 - Pattern is also a factor
 - Providing multiple dates for consideration in your RFP will allow more negotiating power for you
- **Space**
 - Sleeping rooms to meeting space ratio is a driving factor of the guestroom rate and concessions
 - Account for social distance seating (for now) when calculating space needs
 - Capacity charts DO NOT account for staging or AV so be sure you take that into consideration when agreeing to available space
 - Ceiling height is a factor so be sure to look at that as well



Contracts - What does it boil down to?

- **Rates**
 - Know your group (ie. luxury, mid-level or bargain properties)
 - Ask about resort fee inclusions or any unspecified, but mandatory special fees
 - Research internet rates before you agree to the group rate. Group rates should be at least 10% lower than any online rates.



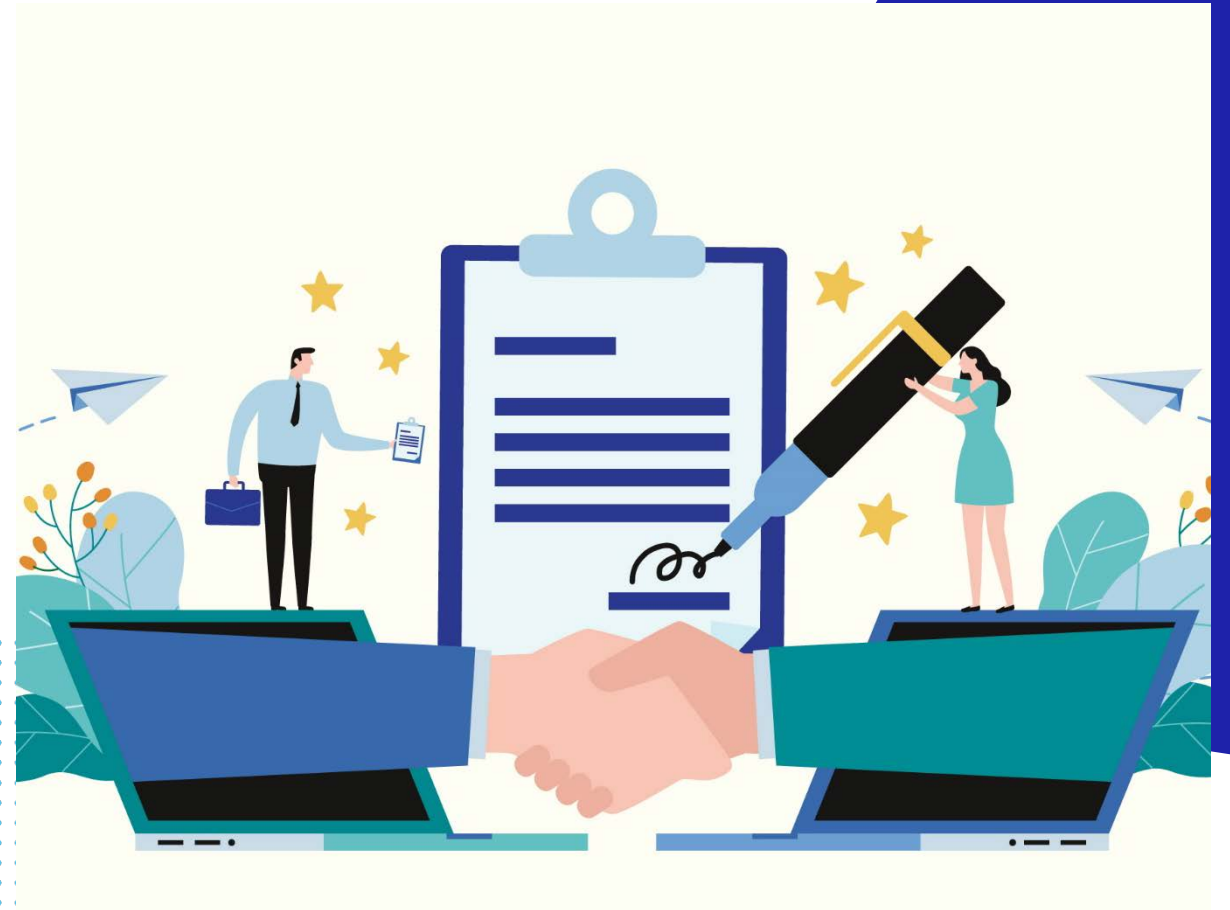
Contracts - What can be negotiated?

- **Rates**
 - Check the internet for comp rates over similar dates/similar properties
- **Attrition**
 - Housing history will support lower attrition liability. Hotel standard is 80-90%. If you have strong history, you should be able to lower it to 70% (if not waived entirely)
- **Cancellation**
 - Sliding scale based on date of cancellation. If the hotel has time to re-book business over your dates, you should get credit for resold rooms
- **Force Majeure**
 - Post pandemic this is a hard clause to negotiate, but always try to get them to add epidemic or pandemic as a reason for cancellation. And, try to add the word "inadvisable" as it pertains to reason for cancellation



Contracts - What can be negotiated?

- **Food and beverage minimums and discounts**
 - Be sure to negotiate a REALISTIC minimum. Do not overcommit. Always ask for a discount (10%) on the published menu prices.
- **AV discounts**
 - Always ask for a discount on AV equipment and labor.
 - Be sure to check for any language regarding exclusivity if you typically use an outside AV company
 - Ask about load-in/load-out supervisor charges
- **Internet**
 - Ask for comp guestroom internet included in rate
 - Try to get a discount on hard line or wireless connections. Flat fees can be beneficial for wireless (be sure to understand the bandwidth you require)



Contracts - What can be negotiated?

- **Concessions**
 - Comp 1/40
 - Comp Over and above rooms/suites
 - Discounts (see previous slides)
 - Staff rated rooms or site visit rooms
 - Airport transfers
 - Fitness center access
 - Concierge lounge access



Helpful hints

- Thoroughly review your contracts and ask for ALL changes at once. This is negotiating in good faith.
- Don't assume. Always ask.
- Put EVERYTHING in your contract. Nothing should be considered final unless it's part of the contract.
- Always review a contract in its entirety when receiving revisions back from hotels to ensure they don't make any unwanted or unapproved changes.



Planning in the “New Normal”

- Health and Safety
- Vaccine requirements
- Covid Testing
- Hybrid
- Digital
- Labor shortages
- Supply chain issues



Lessons learned from HIMSS21

- Food and beverage guarantees need to be closer to your actual attendance. Hotels are keeping a much closer eye on their budgets.
- Venues cannot pivot as quickly for last minute requests and changes
- Even with a mask mandate, attendees need to be reminded to wear masks
- Hotel staff are out of practice
- Rideshare vehicles are not as readily available
- Longer wait times in restaurants due to shortage of staff
- Attendees appreciate social distance seating options



THANK YOU!

QUESTIONS?

Amy Chacko
New England Chapter
Chapters Task Force



Sepi Browning
Georgia Chapter
Chapters Task Force



Questions?

Breakout group discussion

Breakout group flow

- Pick a group lead and a scribe
 - Scribe: email angie.claypool@himss.org the best practices and tips from the group
- Quick introductions
- Discussion:
 - Allow for the group to share any program challenges
 - Brainstorm and provide specific examples of ways to overcome the challenges
 - Additional discussion questions...



Discussion questions

- What events have been successful?
- How did you adapt during the pandemic?
- How are you making the decision when you come back in-person?
- If in-person, what health and safety precautions are you taking?
- What processes for event planning do you have in place?
- What's your program committee structure?
- Any additional best practices or things that have worked well that would help other chapters?