



Venue Supplier Strategy – Product Sheet

Strategy Development

- Assess current state of transient and meetings programs
- Identify opportunities for combining transient and meetings volume
- Identify stakeholder preferences
- Establish venue selection criteria
- Develop sourcing strategy

RFP Management

- Develop RFP chain/venue target list
- Develop RFP questions
- Manage RFP process
- Conduct first round bid evaluation
- Negotiate to drive most competitive pricing and addendum terms
- Evaluate second round responses
- Develop recommendations and finalize selections

Implementation

- Distribute award letters
- Develop internal corporate communications
- Update transient hotel program
- Update meetings operations team and provide training materials