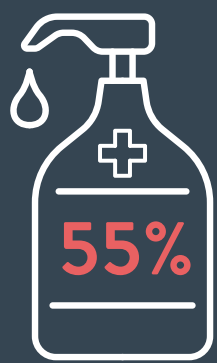




Cvent's Quick Guide to REBUILDING PLANNER CONFIDENCE with **SAFE MEETINGS TECHNOLOGY**



OF PLANNERS

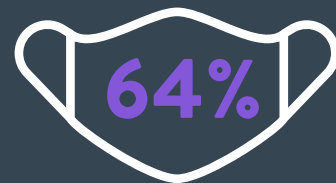
say they need to learn how to design a live experience with more stringent hygiene standards.

Embrace the new industry paradigm with **IMPROVED SAFETY** and **REMOTE FLEXIBILITY**

It's no longer dates, rates, and space "It's space, dates, and rates." **Space is a priority** — so how do you make the most of it, while keeping guests safe? When it comes to in-person meetings, it's a whole new world full of new requirements that go beyond spotless rooms and social distancing. Today, the very concept of "safe meeting" technology transcends sanitation. Are you ready to adjust to the significant shift toward safety and remote flexibility and accommodate this new future of meetings and events? Here's how you can prepare and equip yourself and rebuild planner confidence.

1 **ROOM DIAGRAMS:** A Must for Sales and Marketing

Ensure that your venue is equipped with **Room Diagramming** as a first step. Event space specifications, and the ability to diagram the event, are even more critical during the pre-sale stage. It helps demonstrate that the supplier has a truly vested interest in partnering with the client. Not every RFP converts to a sale, of course, so even if the supplier isn't successful, room diagrams give planners a reason to remember them.



OF PLANNER RESPONDENTS

said health and safety precautions will most influence their selection of a venue

– *The Event Professional Pulse Survey (2020)*



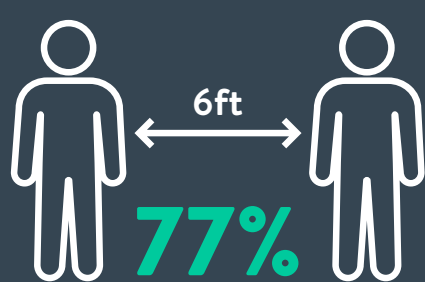
Space and layout are the true deciding factors for **45% OF PLANNERS**

– *Cvent*

2 The **CHANGING NATURE** of Site Visits



Think beyond the four walls and get creative, whether you're converting an executive lounge, using a large suite, or utilizing outdoor space in new ways.



want hotels to have floor markings to promote social distancing

– *AHLA*

Pivot quickly and become "virtual" experts. With restrictions on the number of attendees and social distancing in place along with a growing number of micro-events you now need to be able to show the space to a potential customer who may not have the opportunity to visit in person. And yes, they are expecting realistic photos of the space (preferably with their desired set-up). Virtual site tours and more engaging remote preview methods allow you to collaborate effectively with clients — no matter how big or small.



With at least **316 million** people in **45 states** currently being urged to stay at home, meeting planners and destinations will be relying on technology to help keep the momentum moving

– *Associations Now*



Vibrant, **stunning hotel photography** is a great way to catch the eye of planners browsing through industry publications and platforms

3 Interactive Floor Plans Help Planners **FEEL SAFER**

Prove your space meets your clients' needs with increased transparency. In-person meetings must deliver a safer experience — and an unforgettable one as well. And the best way to get that across is with interactive floor plans. Showing your meeting space on marketing channels, during sales, and in communication with groups is the type of clarity that planners increasingly require.

Savvy properties are embedding event diagrams on the Cvent Supplier Network, and as a result, have seen an average

ROI INCREASE BETWEEN



Embedding events diagrams on various distribution channels can help hotels win **6% more RFPs** on an average

Looking for more about safer meetings technology?
CHECK OUT OUR GUIDE TO **SAFE MEETINGS AND EVENTS.**