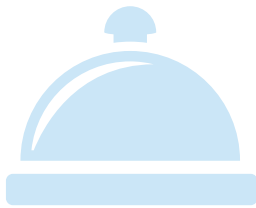# Housing Management Services

Maximize block pickup, reduce slippage, minimize book-arounds, and avoid attendee attrition with our industry-leading Housing Management Services.

TURNKEY HOUSING SOLUTION

ConferenceDirect offers turnkey housing services that will drive attendance into your block, provide opportunities for increases in revenue and concessions, while also improving attendee satisfaction. Our services include: Room Block Management, Event Housing Websites, Room Block Marketing, and Room Block Audit Services.

Benefits at a Glance

+ Maximize block pickup
+ Reduce attrition exposure
+ Minimize attendee book-arounds
+ Increase attendee satisfaction
+ Handle last minute changes with ease
+ Minimize your workload
+ Access real-time reservation information
+ Develop a more accurate history for your event
+ Increase earned comps and/or rebate revenue

Room Block Management

Our housing managers handle the time consuming task of managing your room blocks, freeing up valuable resources for other event tasks. Your dedicated housing managers will ensure you maximize your event blocks through proactive and comprehensive room block monitoring and management.

+ Detailed analysis of hotel contracts
+ VIP/Staff Block Management
+ Exhibit Block Management
+ Daily monitoring of pickup with proactive inventory adjustments at contracted hotels
+ Weekly monitoring of rates and availability at hotels within the event area

ConferenceDirect®

Housing Management Services

Event Housing Websites

Your event housing website is your attendee's first interaction with your event housing, so it better make a positive impression!

+ Consistent branding using your logos, banner images, and content
+ Easy to navigate shopping experience
+ Increase booking into your block by displaying only contracted hotels
+ Integrate your registration system to the housing platform using the RegLink api
+ Attendees have access to book and make changes to existing reservations 24/7
+ Separate links to differentiate between sub blocks such as attendee, exhibitor, staff, press, etc…

Block Marketing Support

Let us focus on driving attendees into the block while you focus on ensuring your meeting runs smoothly.

+ Marketing strategy meeting to combine housing block marketing with the overall event marketing strategy
+ 'Save the Date' and 'Housing is Open' campaigns
+ Sub block specific marketing to ensure exhibitors, speakers, etc... are captured in the block
+ Cross reference registered data with housed data for targeted messages for those attending without a current housing reservation
+ Proactive education and communication to reduce and prevent housing poachers
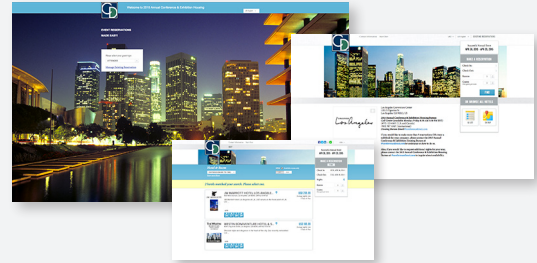+ Pre-arrival emails providing attendees with all necessary information

Room Block Audit Service

ConferenceDirect Room Block Audit service is an essential part of any size meeting. We will handle the tedious tasks of scheduling the audit appointments with your hotel contacts prior to the meeting, reviewing the registration and hotel housing information, and preparing an audit report to track any rooms booked outside your block. In one event alone our Audit Services uncovered 3,027 missing room nights totaling more than $505,000 in previously unaccounted room revenue. Audit services also help you compile accurate history for future negotiations with hotel venues.
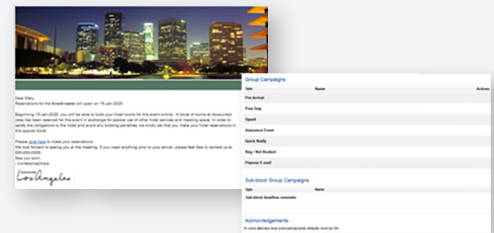
NOTE: ConferenceDirect Audit Services available as an a-la-carte item for all events.

Customized Website Samples

Custom Website Sample

Email Communication Sample

Dashboard / Reporting Sample

Let's Talk

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ConferenceDirect®