

LASA | CHICAGO 2014

CONTEXT

- The Latin American Studies Association (LASA) is a membership organization whose mission is to foster scholarly communication and research on Latin America, the Caribbean, and its people throughout the Americas.
- Employing the services of other third-party event-management organizations, LASA's annual congress has previously experienced only marginal improvements in financial concessions offered by potential host hotels.

CHALLENGES

- To negotiate better financial concessions from the host hotel without increasing attrition risk.
- To reduce the price fluctuations of large conference expenses such as audio-visual and banquet services.

SOLUTIONS

- In addition to time invested in understanding our client's needs and goals, we allocated over 30 hours to analyze the host hotel's operational context.
- We incorporated language into the host hotel contract that created price caps on audio-visual services, which were historically subject to the greatest cost fluctuations.

RESULTS

- Greater understanding of the host hotel's operational context allowed MaestroMeetings to negotiate lower room rates and better banquet fees without increasing the risk of attrition.
- The audio-visual services company was no longer able to present a final invoice that was substantially different from the original quote.