

PROCAGE | PITTSBURGH 2013

CONTEXT

- Four times per year, a new cohort of 10 to 15 Latin America–based executives visit the University of Pittsburgh for a two-week PROCAGE executive seminar offered by the Institute for International Studies in Education (IISE).
- After 24 years of self-managing these PROCAGE seminars, in 2013, IISS decided to start using the fee-free services of a third-party event management organization.

CHALLENGES

- To negotiate better financial concessions from the host hotel without increasing attrition risk.
- MaestroMeetings needed to reduce or eliminate attrition risks without compromising the financial or other incentives that enhance the experience of the PROCAGE seminars' participants.

SOLUTIONS

- Leverage industry relationships built with national hotel chains interested in hosting some extremely large—4000+ night—conferences being managed by MaestroMeetings.
- Develop a concierge service to ensure a premium experience for the C-level executives attending the seminars and increase their usage of the room block.

RESULTS

- MaestroMeetings secured no-attrition courtesy blocks for all the PROCAGE/ IISS seminars, even for those taking place during the peak Summer season.
- The organizers of the University of Pittsburgh's IISS-PROCAGE seminars found that using a third-party event procurement organization not only allow them to gain better financial incentives from hotels but also to focus on the academic aspects of these seminars.