LASA | PUERTO RICO 2015

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.

Having employed the services of other third-party event-management vendors, 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 organize and manage any unforeseen, last-minute concerns such as loss of program materials during travel.

To re-create and re-design budget, graphics and other materials on a strained deadline.

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 reached out to local contacts to purchase new materials as well as put in the necessary work hours to ensure the success of the LASA2015 Congress.

RESULTS

Greater understanding of the host hotel's operational context allowed MaestroMeetings, Inc to negotiate lower room rates and better banquet fees without increasing the risk of attrition.

We were able to positively manage the unanticipated challenges, and now have a better awareness of any challenges that might occur while transporting materials.