

# 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.