

LASA | NEW YORK 2016

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 as well as negotiate an appropriate cancellation policy, room block reduction, and lower pricing for students and grantees.
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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.
- An agreement was made between our client and the host hotel that was satisfactory for both parties.

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.
- MaestroMeetings was able to utilize past experiences and negotiation language to manage a successful conference within the financial constraints.