



Helpful information for your management

Why participation in ACOM is important

➔ **Key point:** *Enhancing the skills of Convention Service Managers (CSMs) through ACOM can benefit your bottom line.*

It is important for management to comprehend the important role that CSMs have in new business development, but more importantly, in creating satisfied clients, meaning repeat business.

If an effective, professional and capable CSM partners with a planner, resulting in a successful event, the chances of rebooking business go up tremendously – whether that is at your own property or city, or another property within your brand. It is the CSM that is the planner's primary venue partner and who they most closely tie their meeting experience to.

As supporting information to this point...ACOM recently conducted a poll of meeting planners to assess their perception of the role of Convention Services to their meetings, and the results speak volumes:

- 100% of the meeting planners polled feel that convention services managers have a significant impact on the successful execution of their events.
- 82% of meeting planners polled feel their perception of a hotel, convention center, or city, as a meeting destination, is greatly affected by the quality of service provided to them by their CSM (18% said somewhat affected).
- 68 % responded that the quality of convention services greatly affects a future decision to recommend or rebook a city, hotel, or convention center (32% said somewhat affects).

➔ **What CSMs will learn through ACOM:**

It is a worthwhile investment to enable further training and development of a convention services team. ACOM offers progressive education on:

- Improving logistics, understanding and efficiencies in convention services management (budgets, new online technologies, risk management, ADA, menus, working with third parties, and more)
- Enhancing meeting planner client communications and professionalism (welcome programs, pre-cons, networking). ACOM often features leading meeting planners on its programs.
- Developing leadership skills – great for those in, or in line for, a Director role
- Improving inter-departmental cooperation (with sales for site inspections, for example)
- Increasing revenue by learning attendance-building methods, upselling techniques and the effects of a meeting's performance

ACOM members are educated through a variety of low-cost means, including an Annual Conference – this year in Dallas in January - and monthly Webinars and Idea Network calls. Additionally, ACOM offers CEU credit for the Certified Meeting Professional (CMP) designation.

ACOM – the Association for Convention Operations Management - is the premier organization for convention service professionals and the only organization dedicated to the advancement of this important meetings industry profession.