



## Helpful information for your management

### Why participation in ESPA is important

(Note: ESPA was formerly ACOM,  
the Association for Convention Operations Management)

➔ **Key point: Enhancing the skills of Event and Convention Service Managers (EMs/CSMs) through ESPA can benefit your bottom line.**

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

If an effective, professional and capable EM/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 EM/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...ESPA recently conducted a poll of meeting planners to assess their perception of the role of Event and Convention Services to their meetings, and the results speak volumes:

- 100% of the meeting planners polled feel that event and 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 EM/CSM (18% said somewhat affected).
- 68% responded that the quality of event and convention services greatly affects a future decision to recommend or rebook a city, hotel, or convention center (32% said somewhat affects).

➔ **What EMs/CSMs will learn through ESPA:**

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

- Improving logistics, understanding and efficiencies in event and 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). ESPA 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

ESPA members are educated through a variety of low-cost means, including an Annual Conference – this year in San Diego in January – and monthly Webinar programs. Additionally, ESPA offers continuing contact hours for the Certified Meeting Professional (CMP) designation.

ESPA – The Event Service Professionals Association – Dedicated to elevating the event and convention service profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution.