

# Choosing a venue



**Nigel Cooper**  
**Chairman**  
**Zibrant Ltd**

# Zibrant

## Fact File:

- Established for over 20 years, 200+ staff
- Organised events from 10 to 24,000 people
- 5 specialist companies re-branded as Zibrant in 2005
- Office in Derby, Canterbury, Godalming
- Became part of the AIM listed Motivcom group in 2007
- Motivcom owns P&MM, Zibrant, AYMTM
- ISO, IIP, IATA, PCI Compliant



# Choosing a venue...

- Destination, destination, destination
  - Jersey
  - An event
  - City/Resort
  - Competition
- Property
  - Speed of response
  - Suitability
  - Availability
  - Rate
  - Inclusions and added value
  - Desire to service business
  - Stand out from the crowd

# What sells...

- Best rate first time if you value the business
- Go the extra mile and give added value
- To get 3 suitable options we approach 20 venues on average
- Highlight what makes you different – don't assume we know
- Why you? What's different...?
- Share your successes and help us sell your option
- Address the potential pitfalls head on
- Don't be afraid to ask...

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# What doesn't...

- Offers stating "from"
- Packages that are not transparent
- Poor show rounds – make our clients feel valued
- Lack of knowledge of activities/ options outside the hotel
- Lack of knowledge on travel and related issues e.g .TOMS
- Decayed websites
- Blogs which highlight negatives or poor Trip Advisor testimonials
- Lack of CSR programme
- Talking about local issues.
- Highlighting negatives
- Not asking any questions

# Questions