FAM Top 10 Best Practices

#leisurelauderdale

1. **Know your audience!**
   Do your research before the group arrives. Hint-hint: you can ask your local CVB!

2. **Do not show meeting space. Yes, some advisors will have group, corporate and/ or incentive business, but since we are your Global Leisure Sales Department the large majority of clients sell FIT or leisure groups (that will not need meeting space).**

3. **Have a plan! Be conscious of the FAM's agenda and how much time you have with the group. Know which rooms you will have available to show and have them "show ready!" If the group is large (defined according to your property's needs/brand), perhaps recruit a second person on your team to help with the site visit.**

4. **Schedule extra time for picture taking! This is a great way to promote your business. Remember, travel agents were the original influencers! They will take videos, pictures, etc. and share with their clients and with their office!**

5. **What's in it for them? Do you offer commissionable prices, group rebates, travel agent rates, etc. at your hotel? If so, mention it! They will REMEMBER THIS!**

6. **Ask them to "Check In" on social media. Give them your handles, names and hashtags.**

7. **For group dining, please offer a limited a la carte menu or a buffet if possible. We want your venue to showcase favorably and usually this is the best way to do it!**

8. **Giveaways are nice… however, be mindful that many people in the travel industry are environmentally conscious and some will frown upon receiving plastic or disposable goods. (Finding the "right" gifts is a challenge for all of us).**

9. **Bring out your storytellers. It is truly memorable when staff members from the property, other than the Sales Team, greet the groups. P.S. If this is an international group and you have someone on your team that speaks their language, ask them to join the FAM as well!**

10. **Reveal your "Best Kept Secrets." Everyone loves to have a little "insider knowledge" about the destination, some tidbit to share with their clients to show they are real experts.**