

A Proposal to Provide
A Review of Service Standards and Facilities for the La Crosse Center
Presented to

Brent Smith
La Crosse Center Board President

Please note: The contents of this proposal are intended for the La Crosse Center only. We respectfully request this information is not shared with other organizations.

Introduction

Joe Dymek, Senior Project Manager with ConferenceDirect brings over 35 years of hospitality/meeting planning experience to his role at ConferenceDirect.

Founded in 1998, ConferenceDirect is an independent, full service meeting solutions firm headquartered in Los Angeles, California. That currently books over 9,800 meetings a year with over \$850 million in room revenue. The meeting planning division of the company will execute over 600 meetings ranging in size for 30 -13000 people.

ConferenceDirect's staff and associates are located throughout the US, Canada, Mexico, and Europe. They serve more than 2500 clients including corporate, association, government and not-for-profit customers. Our services are delivered globally with a concentration in North America.

As a Senior Project Manager at ConferenceDirect Joe has managed events ranging from a 30-person board meeting to a city-wide conference with over 13,000 attendees.

Joe is in touch with what today's meeting planners and what their clients expect in facilities attributes, building aesthetics, meeting space technology and service when choosing a conference location.

Before joining ConferenceDirect, Joe started his hotel career at the Hyatt Regency Milwaukee as a Beverage Manager before being promoted to Banquet Manager. Following Milwaukee, he moved to the Hyatt Regency Minneapolis where he was the Banquet Manager and was promoted to Director of Convention Services. Joe left Minneapolis to move to Dallas Texas to become Director of Convention Services at the Hyatt Regency DFW Airport. In 1992, Joe moved to Chicago to assume the same role at the at the Hyatt Regency Chicago, Hyatt's largest convention hotel with over 240,000 square feet of meeting space. Joe was recruited from Hyatt in 1994 to become Corporate Director of Conventions Services for Hilton Hotels Corporation, where he was responsible for overseeing the Convention Service Departments for 48 Hilton owned and managed hotels across the United States.

He left Hilton in 1999 to join ConferenceDirect. Since joining ConferenceDirect he has worked on hundreds of events across North America and Europe.

Joe earned his Bachelor of Science degree at Cornell University's School of Hotel Administration.

Services and Areas of the Operational Review

Proposed Operational Review;

1. Review of the sales process of the La Crosse Center Sales Team to include.
 - Meeting with the sales staff
 - Cold call the sales team with potential leads to see how they are handled
 - Review the sales and solicitation process, including when they include outside partners such as local hotels, caterers and Explore La Crosse in the sales process
 - Review the process to complete an RFP
 - Review and evaluate current proposal provided by La Crosse Center
 - Create a standard RFP Template
 - Review the La Crosse Center website and determine areas for improvements
 - Evaluate the criteria for assigning space to events
 - Conduct a pricing survey to ensure the pricing structure for the La Crosse Center is competitive
 - Review files procedures
 - Conduct a current file review
 - Solicit feedback from existing clients for information regarding their level of satisfaction with prior meetings
 - Meet with former clients to determine why they no longer use the La Crosse Center
 - Meet with the local business partners such as the local hotel community to discuss how they interact with the La Crosse Center
2. Review the servicing process for event prior to arrival at the La Crosse Center
 - How is event information transferred from sales person to the service manager
 - What sort of check list do the service people work from when planning of an event
 - Review the Communication Plan with the client; i.e. how does the client like to be communicated with and how often
 - Conduct file reviews to determine ease of information transfer to new service personnel
 - Meeting space audit to determine if space contracted matched what is being held and what is actually being used
 - What is the process for adding more meeting space for a clients, who approves the additional space
 - Meet with outside vendors to discuss the working relationship between the service manager and outside catering companies
 - Review the list of outside preferred vendors
 - Review Convention Resume documents and EO/BEO's
 - Review Pre-Convention Meeting Procedures
 - Review Safety and Security Procedures

Services and Areas of the Operational Review

3. On Site Staff and Execution Review:
 - How is information communicated to the setup staff
 - How changes are communicated to the setup staff
 - How clients get in touch with the setup staff should they have a problem
 - Training procedures for the setup staff
 - Safety and Security Procedures
4. Post Conference Review:
 - Timeliness and accuracy of billing
 - Procedures regarding billing issues
 - Customer survey forms and comment cards
 - Completion of Post Convention/History Reports
 - Procedures for closing out a file
 - Procedures for rebooking events
5. Physical structure and meeting room equipment at the La Crosse Center, Review:
 - Cleaning and maintenance schedules for meeting space and equipment
 - Equipment inventory levels and condition of the meeting room equipment
 - Technical capabilities of the building i.e. Wi-Fi, Digital signage, AV etc.
 - Determine if outsourcing service such as AV or Exhibit setup makes sense or if continuing to handle these internally makes the most sense
 - Interview both current and former clients to determine levels of satisfaction with the facility

Reporting

Following the Operational Review Joe Dymek will produce a report recapping his finding and making suggestions to improve the operation based on his findings and the feedback of both current and former clients.

Investment

Related Expenses

Joe Dymek estimates the project will take 30-40 hours of project management time plus 2 – 3 days in La Crosse meeting with Center Staff and local community partners. Project Management time will be billed at the rate of \$85.00 per hour while time on site and in La Crosse and travel days will be billed at \$700.00 per day.

Note that all expenses including but not limited to printing, transportation, Food & Beverage, hotel accommodations will be charged at cost to the La Crosse Center.

Brent,

Thank you for the opportunity to partner with the Lacrosse Convention Center on this Operational Review.

I am committed to working through every aspect of this proposal to make any necessary adjustments in order to make sure we cover every area in order to meet the strategic goals and objectives.

Please do not hesitate to call me at any point during your review of this proposal with any questions you may have.

Sincerely,

Joe Dymek
Project Manager