



2019 NACE EXPERIENCE ANNUAL CONFERENCE

THRIVE

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Don't Kill Me But....



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Agenda

In today's session, we will:

- Enhance collaboration between sales and operations departments.
- Transform client's requests into realistic events.
- Make Million Dollar Events Easy.

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Collaboration in 2 Steps!

- Clearly define your roles within your business – Your client is not expecting you to do everything! You can't (and shouldn't) do the other person's job. BUT you must understand it.
- Stop the Hoarding!

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Know your Role.



What is my role as
the Sales Manager?

What is my role as
the Operational
Planner?

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STOP THE HOARDING!

- Sales: Hand over the Specs.
- Operations: Be Honest! Don't be a Hero.

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Tips and Tricks



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Tips and Tricks

- Freely share information with each other – contact info, specs, emails, etc. **STOP BEING A HOARDER.**
- Learn to trust and defer to your colleague.
- It is ok not to say yes to the client right away.

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Boston Convention and Exhibition Center

- 20.6 Million Dollars in Premium Sales.
- 2.1 Million Sq. Feet of Meeting and Exhibition Space.
- 6 Sales Managers & 6 Operations Managers.
- A lot of Consumption Sheets.

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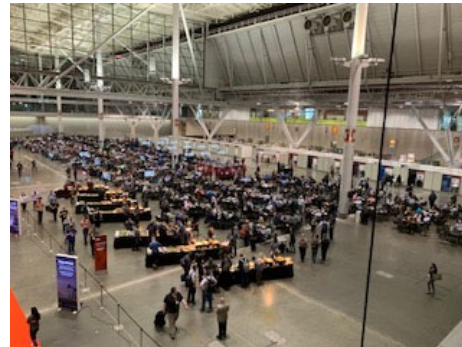
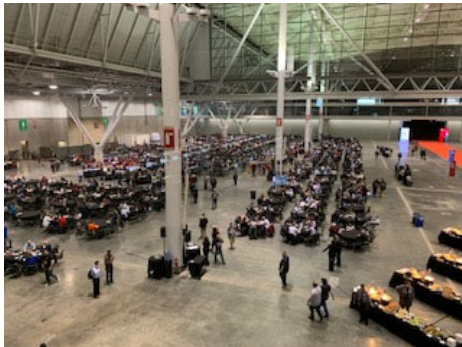
Red Hat Summit 2019

- Client expectations:
 - 8,200 attendees break all at the same time and enter the room from all different directions
 - Bi-Annual Event. Lines have been an issue. This year the expectations is - No lines. Easy flow.
 - Some attendees only have 15 minutes to get something. Quick, easy, but not cheap looking.

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Red Hat Summit 2019



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Beacon Hill

- Client Expectations
 - Vanity Fair Oscar Party Style.
 - Elevated Menu for guests – split entrée with options for all (pescatarian, vegetarian, vegan, gluten free) for 1,100.
 - 400 bottles of Dom Perignon on stage for winners.
 - No one should can “want for anything”.

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Beacon Hill Client Reality



Please see the below note from the Beacon Hill client. The event was a huge success! The client is thrilled we were able to execute the CEO's dream. I worked diligently with this client to be sure we understood all of their needs, and thank you to Thomas who executed the dream.

A huge thank you to you and Thomas. The evening was incredible – and the service was the best we've ever had. Our table server, Aidide (I hope I'm spelling that right) was absolutely wonderful. Please let chef know that the food was delicious – I heard rave reviews about both the appetizers and dinner selections.

Jennifer A. Patterson Director of Administration/FSO
| Beacon Hill Staffing Group, LLC

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Amazon Web Services

Client Expectations

- 9,000 guests to feed for 30 minute break periods throughout the building
- Grab and go options – healthy – cover all the dietary restrictions
- A presentation they haven't seen before – make it interesting!
- Fully Sustainable
- \$15-20 per person budget

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Amazon Web Services

| Break # | Break Location | Break Time | Estimated Attendees | Adjusted | Session | Seats |
|---------|--------------------------|-----------------|---------------------|-------------|-----------------|-------|
| 1 | Expo Hall | 3:30pm - 5:15pm | 2880 | 2000 | Silent sessions | 1880 |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | SW Lobby Lvl 1 | 3:30pm - 5:15pm | 100 | 100 | Exec Offices | 100 |
| 7 | NW Lobby lvl 1 | 3:30pm - 5:15pm | 182 | 200 | WS 1 - 102B | 91 |
| 8 | SE Lobby lvl 1 | 3:30pm - 5:15pm | 125 | 50 | AR/PR | 25 |
| 9 | NE Lobby lvl 1 | 3:30pm - 5:15pm | 230 | 250 | BS 1 - 151B | 60 |
| 10 | SW & NW Lobby lvl 2 | 3:30pm - 5:15pm | 484 | 500 | CT 3 - 207 | 64 |
| 11 | NW Corner Pre-Fncn lvl 2 | 3:30pm - 5:15pm | 739 | 750 | CT 3 - 207 | 64 |
| 12 | SE & NE Lobby lvl 2 | 3:30pm - 5:15pm | 600 | 600 | BO 3 - 258ABC | 600 |
| 13 | East BCMC Pre-Fncn lvl 2 | 3:30pm - 5:15pm | 644 | 650 | HOL - 252A | 44 |
| 14 | Pre-Fncn lvl 3 | 3:30pm - 5:15pm | 1000 | 1000 | SJ - Ballroom W | 400 |
| | | | 6984 | 6100 | | |

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Stop, Collaborate and Listen.

We need a Sales Manager and an Operations Manager from a Venue or Off Premise Team.

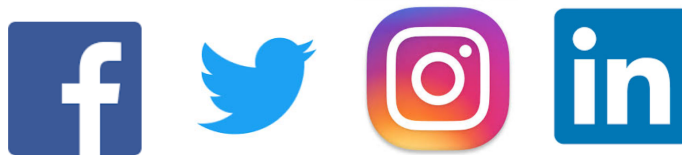
Let's Collaborate.

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Q&A

Continue the conversation!
Follow @NACENational, use hashtag
#NACEEXP19



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Thank you for attending!

Please complete the session survey,
we greatly value your feedback.

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