



NEWMARKET®
MeetingBroker®

Book More Business with MeetingBroker

MeetingBroker is a web-based lead management solution that enables you to capture and manage leads coming in from multiple business channels. MeetingBroker receives RFPs from meeting planners, allowing hospitality professionals to quickly assign, respond to and analyze these opportunities.

GET THE FIRST RESPONSE ADVANTAGE

Online distribution channels are revolutionizing the hospitality industry, providing new avenues for both professional and casual event planners to submit inquiries and RFPs over the Internet. At the same time, this proliferation of channels makes it more difficult than ever for hospitality companies to track leads, respond quickly, and report results. To ensure consistent sales procedures, measurement standards, and escalation policies across your sales organization, you need a solution for managing leads across all channels. MeetingBroker is that solution.

MeetingBroker improves lead conversion and, ultimately, your bottom line by helping you respond faster than the competition. Travel and hospitality industry expert PhoCusWright reports that speed of response is the most important criteria planners use in selecting suppliers for a meeting. MeetingBroker gives you the first response advantage by assigning leads to the correct sales managers the instant RFPs are received, eliminating bottlenecks and duplicated communications. Specifically, MeetingBroker enables you to:

- Automatically escalate leads from all channels until the RFPs are viewed or action is taken
- Analyze and track the sources of leads to determine which distribution channels are producing the most revenues and profits

KEEP BUSINESS WITHIN YOUR PORTFOLIO

Not only does MeetingBroker allow you to easily create a lead from any account, contact, or booking and deliver it to a sister property, built-in analytics track status and actuals to support your internal lead-passing incentive programs. For added convenience, automatic currency conversion enables you to respond to multi-national opportunities professionally by presenting prices in the customer's currency.

KEY FEATURES

LEAD MANAGEMENT

- Manage and distribute all incoming leads through a central routing point
- Assign leads by channel, market segment, account, geography or any other user-defined rules
- Eliminate missed opportunities by automatically escalating leads not viewed or responded to

CUSTOMIZATION CAPABILITIES

- Establish business rules that prioritize responses to preferred accounts
- Create a branded RFP response that assures consistency and reflects your customer care strategy

APPLICATION MANAGEMENT AND INTEGRATION

- Eliminate dual data entry and associated errors with full integration to Delphi[®] Sales & Catering
- Access a full-featured browser application maintained at a secure, hosted, Tier 4 SAVVIS data center
- Integrate to leading third party channels to increase the number of online leads

DIRECT CONNECTION

Connect now to the MeetingBroker platform to gain access to all demographics of group business:

- Your local CVB
- Fortune 500 corporations and the online corporate group and meetings market
- Small group and meetings business
- Conference agencies, associations non-profits and the SMERF market
- Wedding market representing 2.2 million weddings each year



For more information visit us online at www.newmarketinc.com, or contact us at one of the following locations:

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