

NARAC Conference 2019

Territory Management Best Practices and Roundtable Discussion:

Come learn best practices for territory management as a regional. From high school visits to college fairs hear from regionals who have built their territories over the past 5+ years and bring your questions.

Presenters:

- Ed Devine: Lafayette College/ RACC
- Caitlin Provost: Texas Christian University/ NEARR
- Mo Moos: Saint Mary's University of Minnesota/TCRAR
- Dustin Hunter: Ithaca College/NEARR
- Tara Brewer: Michigan Technical University/ CARR
- Rachel O'Connell: Augustana College/CARR
- Joel Johnson/ Valparaiso University/ CARR

The discussion began with a few of the presenters sharing tips of the trade.

Ed: Producing year-end reports gives regionals the chance to own their territory. These reports can include visits, events, number mapping, travel itself, etc. They really provide a bigger picture in terms of territory management. Tie things into data...it all comes back to data.

Rachel: She also really believes in data and trends. Rachel uses her data and reporting to compare to previous years and try to beat her numbers.

Dustin: Used to do a lot of data reporting at his last school, but now does not much with Ithaca. Now, he thinks more outside the box and gets creative with his region. He joked that Ithaca uses a lot of pictures and feelings!

The room was polled and about a quarter of regionals in the room have to do a formal presentation about their regions each year.

Ed suggested that getting quotes from high school counselors in support of regional work is a great add for reports.

Question for Dustin: What type of creative events do you do?

Dustin: He does a series with bagels and cookies for admitted students. Alumni programs in summer and fall, essay workshops, intro to the college search process events, etc.

Tara/Rachel: Chimed in about events they both do. They mentioned panels for students with other schools, generally other stem schools for Tara. They do this to educate students and get the names of their schools out there. It was mentioned that it can be helpful to join with schools from the same state or do this type of travel based on type of school.

Ed: He mentioned doing case studies for 9th and 10th graders. Also working with CBO's. He said that a timeline and examples can be found on the RACC website.

Julie from Xavier was in the audience and mentioned that she does a program for 9th and 10th graders that is focused on Busting College Myths.

Joel: Agreed that case studies for underclassmen can be helpful, as well as programs about holistic admission review.

Question from the audience: A rep that works with students from KC finds that her students are drawn totally in-state...how do we combat that?

Panel members and audience members gave the following responses:

- Offer yourself as a speaker to school counselors
- Encourage students to think/look outside the box
- Have conversations about fit over geography
- Having specific out-of-state presentations for both students and counselors
- Create on-campus programming for 9th and 10th graders and get them to campus early in their search process
- It was also mentioned that the Gallup study by Purdue is helpful in terms of discussing outcomes

<https://www.purdue.edu/newsroom/gallup/>

An audience member talked about GARN and their work with local libraries where they host events in the summer. School counselors have learned about these events, and now want GARN to come into their schools and do these programs.

Ed: Approach departments at your own schools to create signature programs. They will be happy to participate and help recruit.

Mo: Most reps do some type of coffee shop events. Meetings, interviews, etc. Mo likes to send students a coupon for free coffee and have them redeem it with her at these events.

It was asked what systems people use for scheduling. People mentioned Slate, Google appointments, You can book me, Calendy, etc.

Caitlin: Reminded everyone not to feel pressure/get too caught up with doing what other reps are doing. Not all events and ideas work for all schools or in all regions. Focus on what works best for you, your region, and your students.

Question from the audience: I feel like I say no to too many programs. How do I deal with the guilt?

Most answers were no, you shouldn't feel guilty. Take care of yourself. Take the time to create a thoughtful "no" response that asks counselors to keep you in mind for future events. If saying no to a lot of events, try to get alumni to attend those.

Question from the audience about how to best supervise regionals.

Caitlin: Mentioned that she encourages the regionals she works with to take care of themselves, take office days, and try not to overdo it. She mentioned that it is important to learn the individual communication style for each regional.

Other supervisors mentioned that importance of having on-campus partners, the value of on-boarding, and having shadows. Managing both ways was mentioned, as well as being the type of supervisor you would want to have. All felt it was important to educate those in the office about regional life.

Sadly, the time was up and our session had to come to an end. Great discussions!



Events Lingo “Cheat Sheet” (Abridged)

- **F&B Minimum:**

The minimum amount of spend (\$\$) required from a hotel’s catering department to waive or reduce rental for a certain meeting or event space.

- **F&B Minimum “++”:**

“++” means plus **tax and service** charges. Those charges in addition to your minimum catering spend. For example, if your F&B minimum is \$10,000, you must meet \$10,000 exclusive of added tax & service. Tax and service charges will added on top of the \$10,000 minium (so be sure to factor in that extra cost when budgeting for your event!!!)

- **Cutoff Date:**

Reservations due date for your group. After this date, a hotel is not contractually obligated to honor the negotiated group rate for your attendees. Retail and transient rates tend to be much higher, so it’s important to pay attention to this date and urge your attendees to heed this deadline.

- **BEO:**

Banquet Event Order - will be provided by the hotel and is based on your schedule of events, # of attendees, and menu(s) chosen. You typically review your BEO in advance with the hotel as part of final preparation for an event

- **Attrition:**

The negotiated amount (%) of guest room performance “cushion” for a block of contracted rooms. For example, if you negotiate 15% attrition on 100 contracted guest rooms, you’re responsible for fulfilling at least 85 rooms total. Any shortfall from 85 rooms will be charged as an attrition penalty.

- **AV:**

Audiovisual - this includes screens, projectors, microphones, power, etc that will be required for presentations, along with internet bandwidth needed and/or wired internet connections. (Recommend negotiating this in advance as AV pricing can increase considerably year over year)

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More broadly, we are our clients' consultants and advocates within the hospitality and events industry.

While we consider ourselves part of our clients' events and conference teams, all direction and final decisions come from the client. We merely facilitate in providing the necessary information and options to assist with these decisions and to negotiate the best possible offer and contract with a venue on your behalf.

We leverage our company's extraordinary volume (over \$1 billion annually in meetings business) and negotiating power to secure the very best hotel agreements for our clients' meetings and events.

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