

MEETING PLANNER

ALL FOR GROUPS, MEETINGS & EVENTS

EXCLUSIVE REWARDS FOR EVENT ORGANISERS

PRESENTATION FOR HOTELS





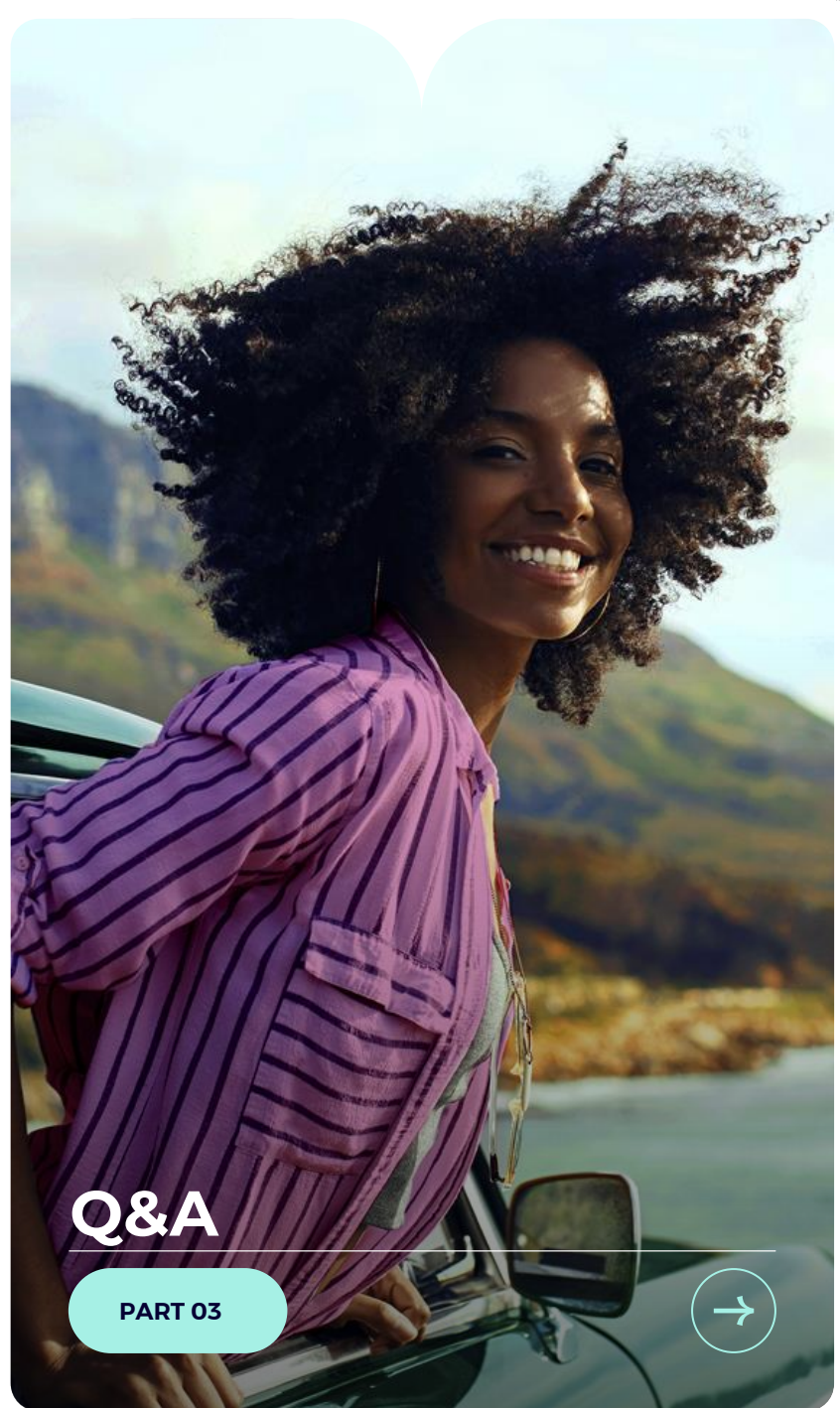
WHAT IS ALL MEETING PLANNER

PART 01



PROMOTING ALL MEETING PLANNER

PART 02



Q&A

PART 03



ALL FOR GROUPS, MEETINGS & EVENTS

WHAT IS ALL MEETING PLANNER ?

PART 01



MEETING PLANNER: AN OFFER OF ALL

REWARDING EVENTS & GROUPS BOOKERS



Free & lifelong membership

With ALL Meeting Planner there are no subscription fees



Generous point system & quick status progression

€2 spend = 1 Reward point + 1 Status point



Unlimited number of events

No cap or limitations on how many events members can organize



Sharing Reward points

With up to 15 other ALL members and 30 transfers per year

...and all of All



Points don't expire

One eligible event or stay every 12 months to keep points



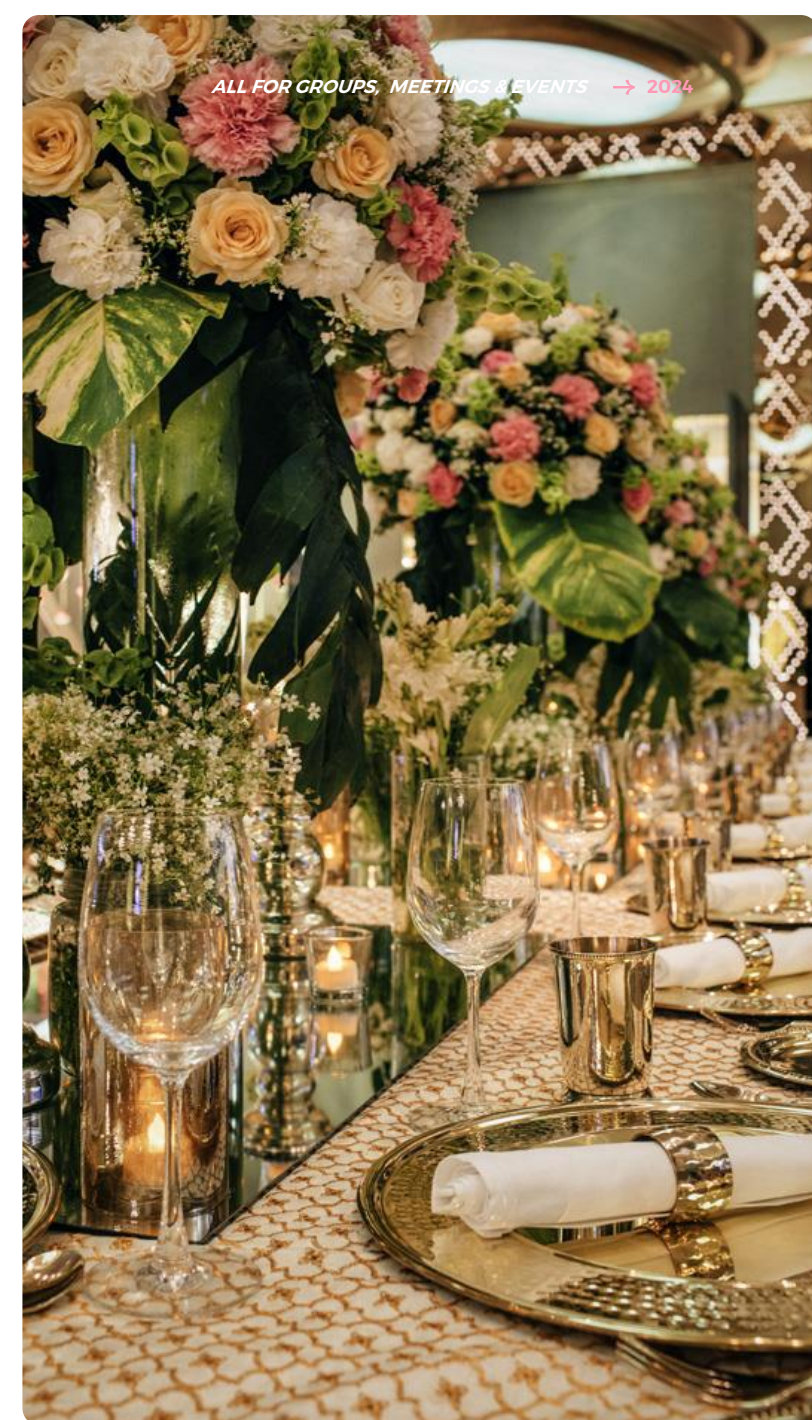
Multiple ways to use points

Discounts on future events, support charities, access to Limitless Experiences and partners...It's their choice.



No black-out dates to redeem points

Redeem points whenever they want, however they want



ALL MEETING PLANNER REWARDS

INTRODUCERS OF GROUPS & EVENTS BUSINESS



- Corporates
- Intermediaries: Event agencies*, congress organizers, wedding planners, venue finders, DMCs...



- Individuals are eligible to ALL Meeting Planner offer worldwide, except in ENA and Latin America
- Raffles, Sofitel, MGallery, Emblems and Fairmont hotels participate worldwide, with no regional restriction

A LARGE SET OF ELIGIBLE EVENTS

MEMBERS GET
REWARDED FOR
EVERY SPEND*

From **8 participants** & for events
paid by invoice.



**MEETINGS, EVENTS
& SEMINARS**



**HOTEL
ACCOMODATION**



**FOOD &
BEVERAGE**



**PRIVATE SOCIAL
EVENTS***










**Properties in North America, MEAPAC, Greater China and hotels of the brands Raffles, Fairmont, Sofitel, MGallery and Emblems accept events organised by private individuals (B2C)*



THE MEETING PLANNER IS REWARDED AS A BUSINESS CONTRIBUTOR

The amount of points to be credited to the Meeting Planner is based on eligible expenses.

Eligible spend	MEETING PLANNER PAYS	ATTENDEES PAY
ACCOMODATION		 *  **
MEETING ROOMS		 *  **
F&B		
	€2 SPENT = 1 REWARD POINT for the Meeting Planner	Individual EARN scheme

 Earn points

* Meeting Planner earns points (based on ALL Meeting Planner earning scheme) for attendees' expenses, provided they are specified in the quote and contract.


** Attendees earn points based on: their spending, ALL status and the brand guidelines for ALL.


WIDE OPPORTUNITIES FOR MEMBERS TO REDEEM POINTS

EXCLUSIVE BENEFIT


 **DISCOUNT ON FUTURE EVENTS** *(up to 15%)*




 **SAVE ON NEXT STAYS**





BOOK

 **LIMITLESS EXPERIENCES**





EXPERIENCES

 **GO SHOPPING**



SHOPPING

 **SAVE WITH PARTNERS**



PARTNERS

 **SUPPORT CHARITIES**



CHARITIES

A GREAT SCOPE OF PARTICIPATING BRANDS

36 ACCOR BRANDS

4,300 HOTELS

100 COUNTRIES



+6 BRANDS IN 2024

<i>Live</i>	<i>Luxury</i>	RAFFLES SLS	BANYAN TREE SOFITEL	DELANO MORGAN'S ORIGINALS	SOFITEL LEGEND M GALLERY	Fairmont
	<i>Premium</i>	2ic 25h twenty five hours hotels	Art Series MÖVENPICK	pullman GARRYA	swissôtel GRAND MERCURE	ANGSANA PEPPERS
	<i>Midscale</i>	Handwritten TRIBE	mantra FOLIO	NOVOTEL DHAWA	MERCURE HONM	MAMA SHELTER
	<i>Economy</i>	BreakFree	CASSIA	ibis	ibis STYLES	greet
	<i>Work & Play</i>	POTEL CHABOT PARIS	SAINT CLAIR	WOJO		

MEETING PLANNER

ALL FOR GROUPS, MEETINGS & EVENTS

PROMOTING ALL MEETING PLANNER

PART 02



MEETING PLANNER: WHEN LOYALTY SUPPORTS SALES CONVERSION



MEETING PLANNER SUPPORTS YOUR SALES EFFICIENCY BY

- **Attracting ALL members** engaged in the programme for Groups & Events Bookings
- **Improving your sales close rate** as Meeting Planner is a commission in points (rather than in cash)



MEETING PLANNER COMES WITH ADVANTAGEOUS FEES & ACTIVATION

- Hotels are charged 0.02€ per point earned, only representing **1% of Loyalty Fee**
- Benefit from **marketing actions** linked to the offer and **financed by Accor**



DIVERSIFY YOUR MARKETS AND INDUSTRIES – MEETING PLANNERS PROFILE*

- **Increase international flows:** 55% of Multi-Desti International only among multi-stayers
- **Attract guests who stay for Multi reasons (69%);** Business only (7%)
- **Drive Groups bookings:** Preferences = Room (56%) followed by F&B (17%)



PROMOTE ALL MEETING PLANNER FOR HOTELS



Have **GOOD KNOWLEDGE** of the offer to be able to pitch it!
TRAIN YOUR STAFF with available internal tools: ALL CAMPUS & TOOLKIT

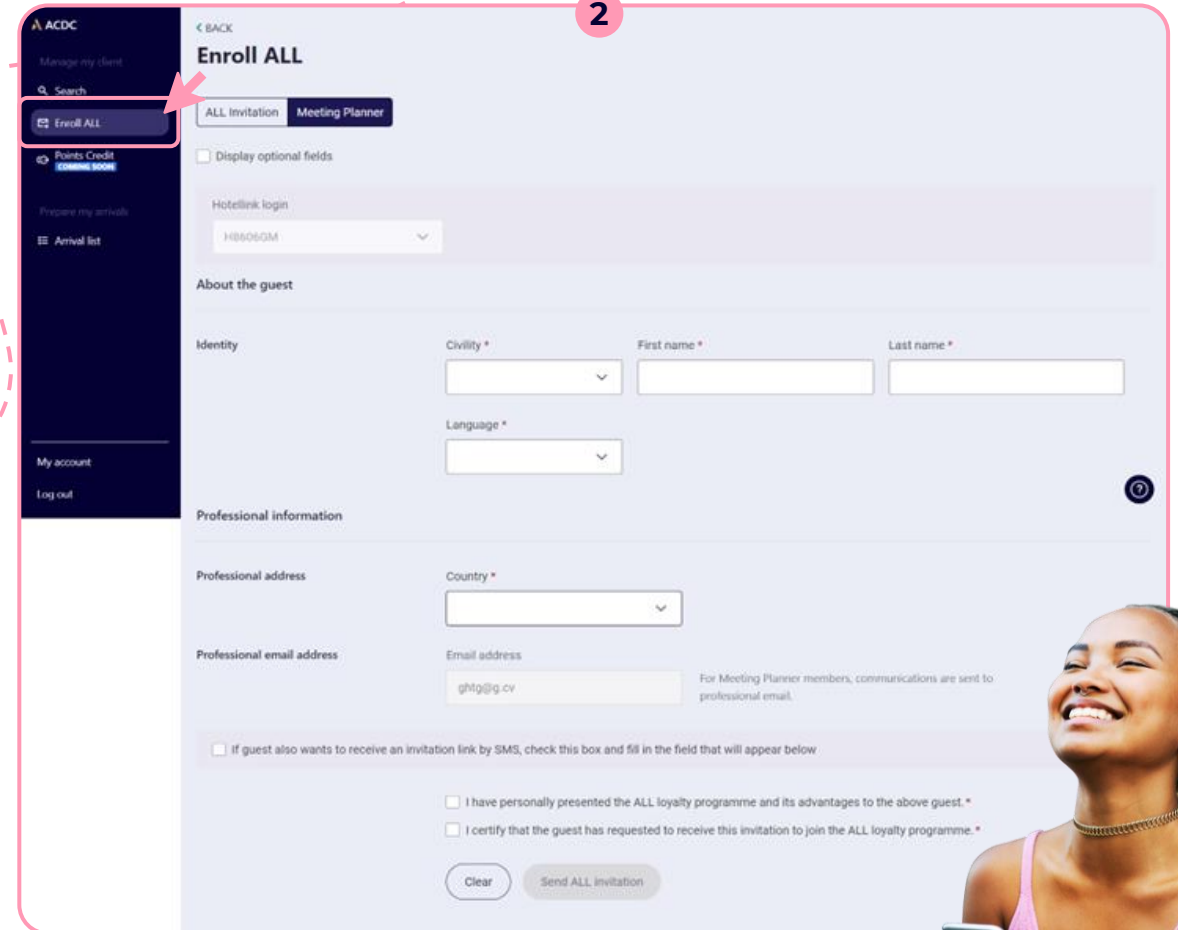


MENTION ALL MEETING PLANNER EARN ON ALL QUOTES: number of all points generated & corresponding amount of money. You'll raise the attractiveness of your offer, and ensure the loyalty fee is provisioned



PROMOTE & ADVERTISE ALL Meeting Planner on **RELEVANT HOTEL AREAS** (convention centers, meeting rooms, social...) & at the **VARIOUS TOUCHPOINTS OF THE CLIENT JOURNEY.**

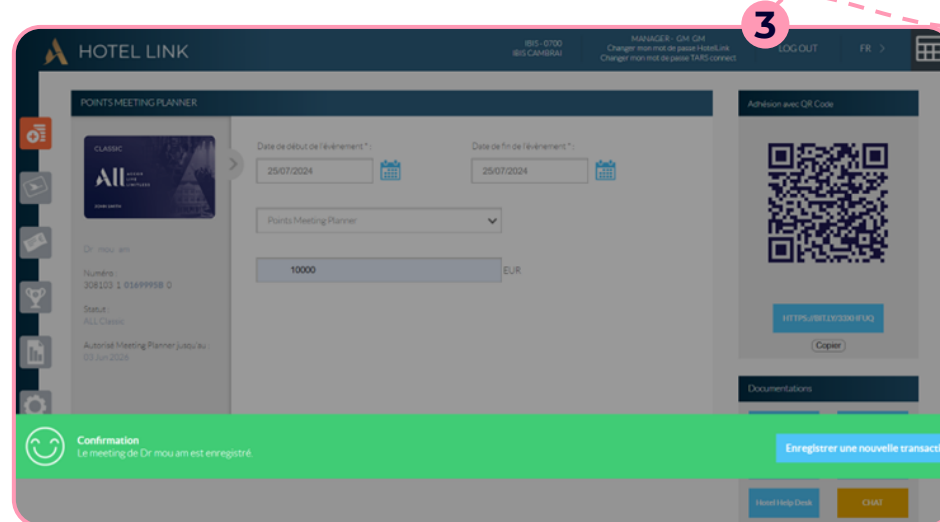
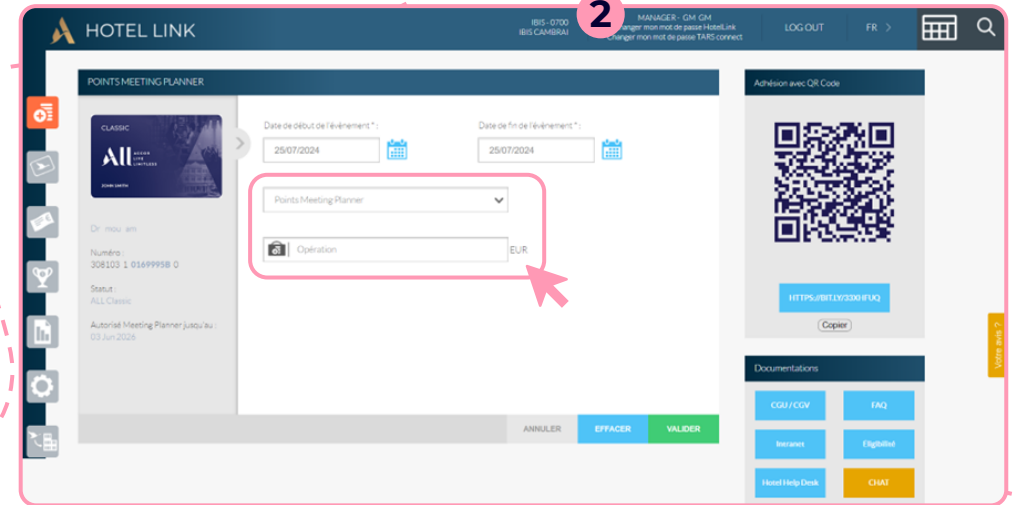
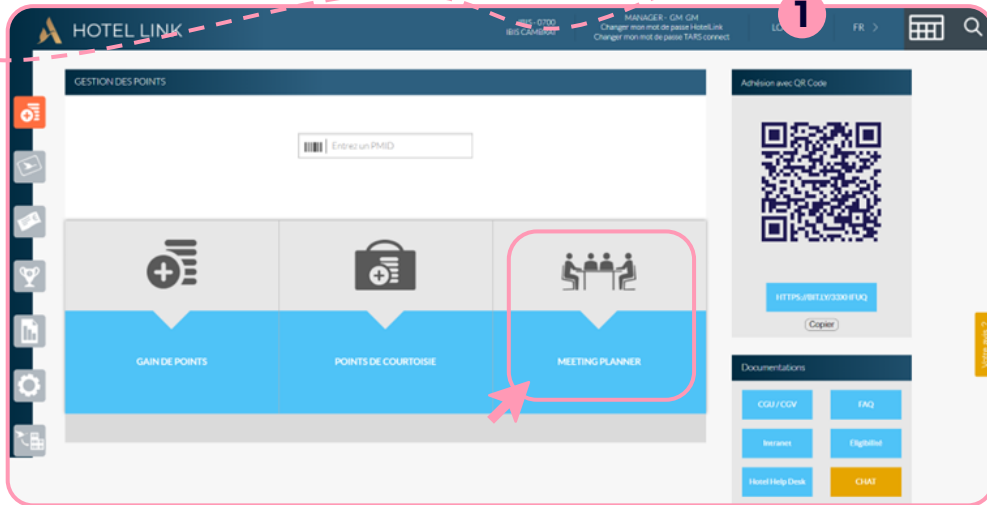
ENROL YOUR GUEST TO MEETING PLANNER VIA ACDC



WATCH THE TUTORIAL ON HOW TO ENROL A MEMBER



CREDIT ALL MEETING PLANNER POINTS VIA HOTEL LINK



ALL FOR GROUPS, MEETINGS & EVENTS

Q&A

PART 03



Q&A

ENROLMENT

Will the member receive an ALL card after enrolling to ALL Meeting Planner?

If the client is not a member of ALL yet, they can request a physical card to be sent to them via their online account (Your loyalty account -> Receive your card by post). They will receive a unique ALL card for both ALL and ALL Meeting Planner up to 3 weeks after their first event/stay in a participating hotel. However, if the client is already a member of ALL, they will not receive a new card.

Is anyone eligible for the ALL Meeting Planner offer if they organise an event or meeting?

Professionals are defined as individuals responsible for organising meetings (meeting planners and executive personal assistants, for example), conference and event organisers, MICE agencies, professional third-party organizers, venue finders etc.

Individuals can benefit from the Meeting Planner offer for personal events, except in Europe, North Africa & Latin America. Hotels of the brands Raffles, Fairmont, Sofitel, MGallery and Emblems.

If the member joins ALL Meeting Planner during an event or meeting, can they take advantage of the membership's benefits right away?

If they join the offer and make sure to communicate their Loyalty number before the end of the event, they are eligible for the offer and can start earning points.

Can companies become members of ALL Meeting Planner?

ALL Meeting Planner does not currently have a company membership option. At the moment, it is for individual members only.

How long is a ALL Meeting Planner membership valid for?

Membership does not expire as long as you are an ALL – Accor Live Limitless member.

EARNING POINTS

What is the cost of ALL Meeting Planner for the hotel?

ALL Meeting Planner points are charged 0.02€ per point to the hotel (1% Loyalty Fee)

How can a member earn ALL Reward points with the Meeting Planner offer?

If the client is an ALL Meeting Planner member, they earn points for each professional event or meeting organised in a participating hotel. They indicate their account number upon booking, and points will be credited to their account once the invoice is fully settled.

How long are ALL Meeting Planner points valid for?

Points are valid for a 12 month period from the last points credit on member's account for an event or a stay.

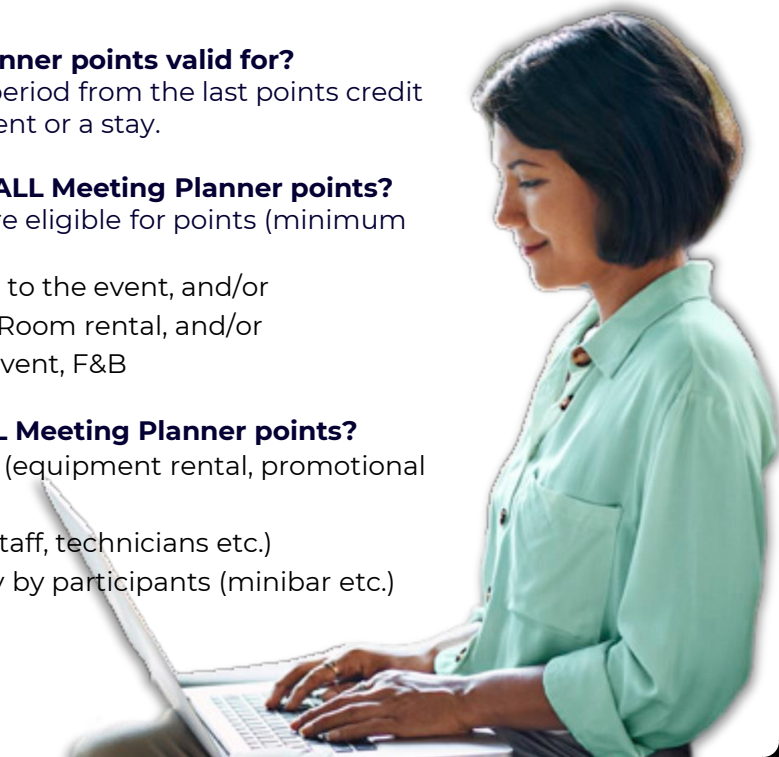
What services are eligible for ALL Meeting Planner points?

The following types of service are eligible for points (minimum of 8 pax, paid by invoice)

- Accommodation linked to the event, and/or
- Meeting or conference Room rental, and/or
- Catering linked to the event, F&B

Are any costs ineligible for ALL Meeting Planner points?

- Subcontracted services (equipment rental, promotional activities etc.)
- Personnel costs (extra staff, technicians etc.)
- Incidentals paid directly by participants (minibar etc.)



Q&A

EARNING POINTS

Do professional incentive groups that use function rooms for meetings and have meals and leisure activities qualify for earning Meeting Planner points?

Yes, if the incentive group has a professional purpose and has made either a group accommodation booking (at least 8 rooms) or an event booking (at least 8 pax).

Is point-splitting permitted?

Yes. At the hotel's discretion, points can be split between a maximum of two Meeting Planner members, as long as the event contract signatory agrees.

Is there a limit to the number of points earned for a given event?

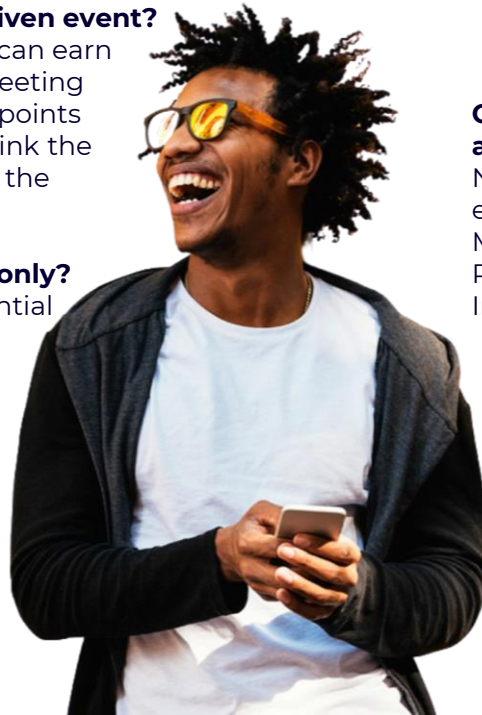
No. There is no limit to the number of points a member can earn except for Fairmont Properties outside ASPAC, where Meeting Planner points can be accrued on up to 60 000 Reward points and 60 000 Status points. **Important to know:** In HotelLink the cap will not be pre-blocked, hotels must manually enter the cap to avoid paying extra fees.

Can members earn points for group accommodation only?

Yes, points are given on both residential and non-residential events (for professional purposes only). For example, a client may have a block of rooms booked at the hotel, but their conference or event is being held at another venue like a convention center.

Does the Meeting Planner member have to be staying in the hotel or be present at the event to qualify to earn points?

No. The member does not have to be staying in the hotel or present at the event (and, frequently, they are not present or staying).



Who benefits from ALL and/or ALL Meeting Planner points related to an event or meeting?

- Event participants who stay at the hotel and are ALL members are authorized to earn ALL points based on their invoice.
- ALL Meeting Planner points are credited to the account of the contract signatory.
- If the contract signatory decides not to take advantage of their points, those points will be credited to the account of another Meeting Planner member involved in the organization, if this is requested upon booking.
- If two members eligible for the ALL Meeting Planner offer wish to benefit from the points, the hotel may divide those points equally between them, subject to approval by the contract signatory.

Can Meeting Planner members claim points for professional group accommodation bookings or event bookings retrospectively?

No. It is the hotel's responsibility to confirm if the client is an existing member or to enrol them into Meeting Planner at the time of booking. However, if the client joins Meeting Planner before the event has ended, they are eligible to earn Meeting Planner points.

In addition, if points were not allocated by mistake, it is the hotel's responsibility to ensure points are credited to the member.

Can professional conference organizers (PCOs) and venue finders earn Meeting Planner points?

Yes, as long as the PCO or venue finder is the person signing the event contract and they are a Meeting Planner member

Do weddings qualify for earning Meeting Planner points?

Yes, but only provided the organizer is a professional Meeting Planner / Wedding Planner

Q&A

BOOKING

Do Meeting Planner members have to make the reservation or event booking themselves to qualify to earn points?

No. The member does not have to make the booking personally. Any person authorized by the member can make a booking using the member's account number and the points will still be credited to the member's account.

How will I know a client is a Meeting Planner member?

Your M&E sales teams should ask every client making an enquiry if they are an ALL Meeting Planner member before asking any other question. A search on HotelLink will also show if the person is a Meeting Planner member or not.

Can the client get both commission and ALL Meeting Planner points?

Yes, the clients can get both the commission and the loyalty points.

REDEEMING POINTS

My client was used to gifting e-vouchers to their employees as a reward. Is a new alternative today?

ALL Meeting Planner can transfer their points to 15 ALL beneficiaries and 30 times in the year. With no limit on points transferred (see T&C).

MEMBER'S ACCOUNT

How can a member find out the balance of their ALL Meeting Planner points and view their account history?

All they need is to log onto their personal account on all.com and access the « My points history » tab. They can then review all the points that were earned or redeemed.



Review the full
TERMS & CONDITIONS
of the Meeting Planner
offer online:

[T&C's](#)



MEETING PLANNER

