



# THE EVENT SERVICE PROFESSIONALS ASSOCIATION:

A Dynamic Investment In Professional Development  
And Repeat Business

Meetings industry surveys have repeatedly confirmed that meeting planners view their Event Service Managers (ESM) at facilities and CVBs as trusted and valued partners. This holds true not only for first-time meetings and events, but also in booking all-important repeat business.

A recent survey of meeting planners found that 71% of planners said event services “greatly affected” their decision to rebook a city or property, with 27% agreeing event services “somewhat affected” rebooking.

Who are you putting in charge of your largest clients—groups that spend thousands of dollars at your facility or city?

### Membership in ESPA: A Strong Value Proposition

The Event Service Professionals Association is the only professional association dedicated to advancing the professional development of ESMs and building the bottom lines of the facilities and CVBs they work for.

The association delivers real value to its members and their facilities or bureaus by providing ESMs with numerous business-building educational opportunities and knowledge forums that advance their skills in relevant areas including:

- Meeting planner needs and expectations
- Strategies for partnering with sales
- New event technology and social media solutions
- Trends in interactivity, creativity and fresh thinking
- Sustainability practices
- Effective time management strategies
- Best practices in convention services... and more



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### Hear it from a Planner

*“The CSM is the one who is going to make the meeting work and make the meeting planner look like a star. That motivates you to return to that venue and, more importantly, that CSM in the future. Hotels and venues would be foolish not to recognize that fact.”*

**Vanessa Kane CMP, CMM** | Manager, Meetings and Events | *Veterans of Foreign Wars of the U.S.*

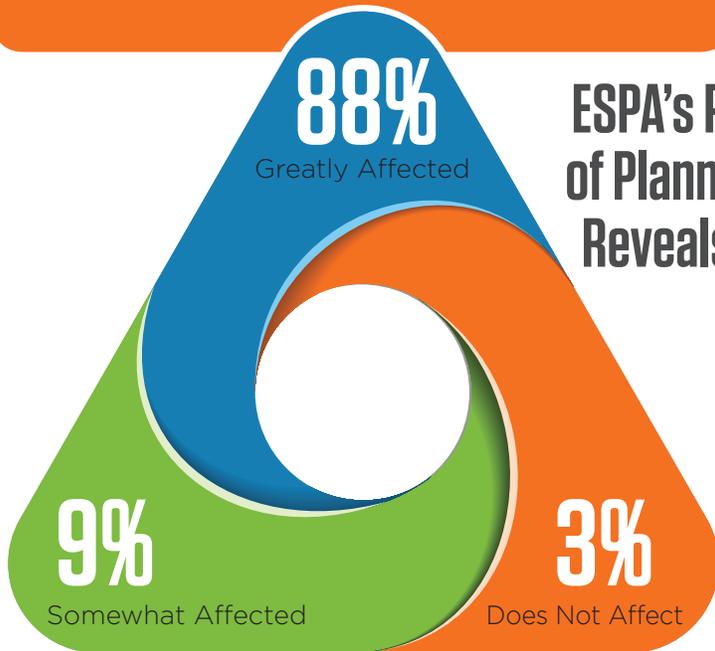


## ESMs AND YOUR GROUP BUSINESS:

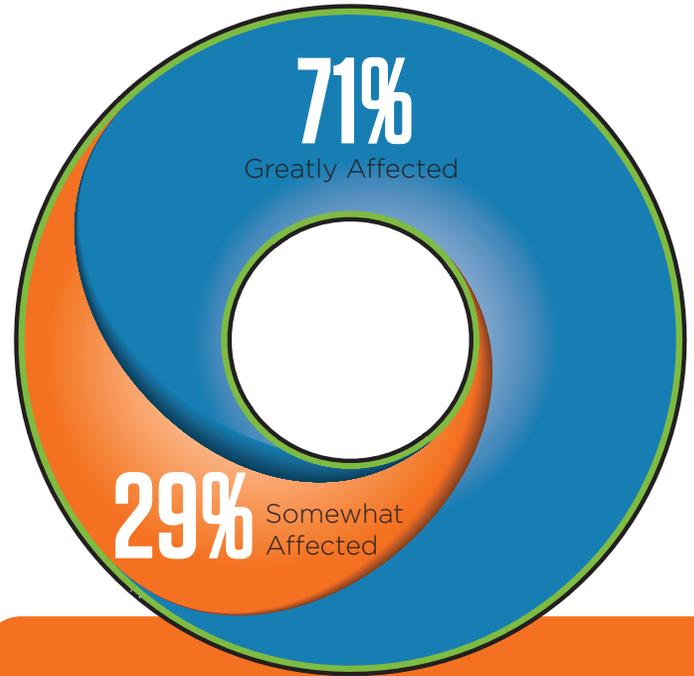
ESPA is the Way to Grow

ESPA offers abundant opportunities to network with colleagues who share common challenges and a unity of professional purpose. The transformative bonds of member camaraderie, dialogue and interaction at conferences, social and educational events or ESPA online and social media forums are the foundation of a sense of community. These important benefits give deeper resonance and meaning to being an ESPA member as well as being a proud member of the event services profession.

How much is your perception of a hotel convention center, or city, as a meeting destination, affected by the quality of service provided to you by your event service professional?



### ESPA's Poll of Planners Reveals...



Will the quality of event services materially affect a future decision to recommend or rebook a city, hotel, or convention center?

### Repeat Business Doesn't Just Happen...

An ESM's ability to deliver outstanding customer service to the meeting planner, and an exceptional event experience to attendees, is a critical key to the perception of your facility or city and, most importantly, to building repeat business.

#### ...It is Earned

Today's ESM has evolved into a proactive and creative key player, working exclusively on a venue's behalf with the meeting planner to customize and optimize every aspect of the meeting experience.

ESPA provides a variety of events, communications and continuing education opportunities that give Convention/Event Services Managers access to networking, knowledge sharing and learning, advancing your professional development and skills as well as elevating recognition of the convention services profession within the meetings industry.



#### Hear it from a Planner

*"As a meeting professional I value my CSM as a partner during our conference, it's important for them to receive continuing education so they can stay current on key industry topics which ultimately benefit our Association."*

**Kathryn Gleesing, MBA, CMP**

Director of IFEBC Services, LLC. | *International Foundation of Employee Benefit Plans*

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