FREQUENTLY ASKED QUESTIONS

1. Why should you use the IFMA Meeting Management Solutions (MMS)?
IFMA’s Strategy Map focuses on Stakeholder Perspectives that continuously improve opportunities to expand and leverage collective knowledge and experience. We build our brand value by sharing opportunities for members to engage. IFMA’s Event Calendar is an easy way to publish and promote all open events of chapters, councils, the foundation and headquarter programming. This shared calendar is offered as a free marketing tool to assist your delivery of meetings and events across all IFMA families.

Additionally, IFMA has invested in professional event staff, technology and partnerships with HelmsBriscoe to provide the buying power of the IFMA Brand, knowledge sharing, data management and risk management.

2. Who enters the data?
This is a shared process. Our goal is to use lean processes where data is entered once and updated only as needed. Each chapter and council should designate a Liaison who has authority to post your events and submit requests for searches when needed. The IFMA Events team and HelmsBriscoe partners will follow up directly with your designee. Once you select your venue from the availability reports provided, we’ll assist with contract review to make sure you receive the preferred IFMA clauses earned with many hotel brands and meeting suppliers. Your event history is stored and is available to copy into a new program date when you are ready.

3. Who conducts the searches?
We do based on the parameters you select using Cvent, an industry standard for meeting procurement. Summary reports are provided and you make the decision on who to define as your short list, potential site inspection and awarding bid.

4. How is a search conducted?
After talking with you to get an idea of the meeting requirements and goals, we begin the research using industry resources, personal knowledge and most importantly, HelmsBriscoe’s proprietary database which contains ratings of thousands of hotels based on actual site visits and meeting placements. This database is updated by Associates on a regular basis and provides the most current hotel listings anywhere. Another resource is HelmsBriscoe’s Intranet system, through which we tap into the collective knowledge bank of all HelmsBriscoe associates. Through these methods, recommendations are made to the client who may then conduct a site inspection visit before making a final selection.

5. Who pays for this service?
The Hotel or Resort Property...they pay us a placement fee based on room revenue.
6. Do the hotels raise their rates to cover that fee?
No, because of the enormous volume we represent – we are the largest source of group hotel rooms in the world. Hotels feel that paying a placement fee, even on rates substantially lower than those they offer to other groups, is a bargain for business that comes to them without the usual marketing and sales costs. HelmsBriscoe negotiates the very best package for clients, and because hotels benefit from the relationship they have with us, they help us provide value.

7. How do you work internationally?
Seamlessly...many of our clients hold meetings outside the United States and we work with properties worldwide. Additionally, as mentioned above, we are a global company.