



MeetingsMaker

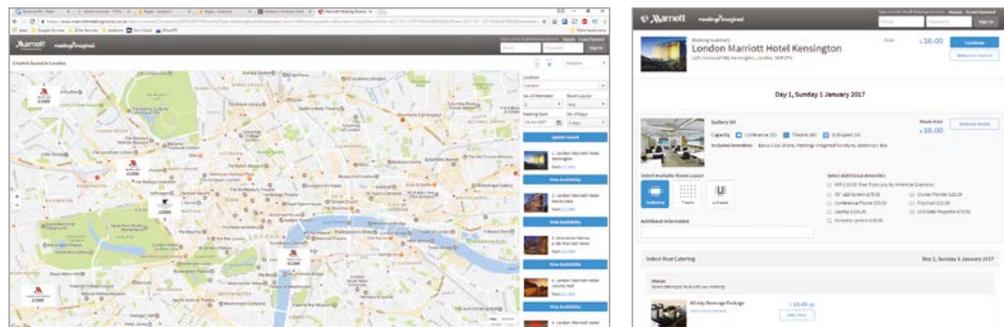
by Groups360

The most powerful real-time meeting
booking solution for hotels



A Groundbreaking Product

Meetings Maker was the first enterprise grade, real-time meeting booking system for hotel groups. It is the only system to integrate with Oracle MICROS Opera and has become the most widely used system of its type in the industry. Meetings Maker is the most powerful meeting booking software available to hotels.



Instant booking for meeting rooms for under 30 people within 30 days

Location	Start date	Attendees	Layout	Number of Days	
Select location...	23 Mar 2017	2	Any	1 day	Search

[Click here for meetings for more than 30 delegates or more than 30 days out](#)

“Moving our meeting rooms to direct online bookings has brought us enormous benefits. Our customers are happy because they can book a meeting space in an instant, order catering and even make changes to their bookings quickly and easily at any hour of the day. We are happy because our team members are freed up to focus their time and effort on larger revenue opportunities.”

Keith Hudspith Head of Food & Beverages, Premier Inn Hotels



Benefits

Increase Meetings Revenue

Meetings Maker is proven to increase meetings revenue. It allows customers to get immediate and accurate answers to all their questions about a potential booking 24/7/365. Customers can see room availability and pricing along with all catering and equipment options. Enabling secure booking and payment to be made online in minutes rather than hours, Meetings Maker provides hotels with a major competitive advantage.

Meetings Maker opens up a whole new market segment for hotels. There is a large group of business customers that book simple meetings at relatively short notice. These customers frequently book just one or two days out. Meetings Maker enables hotels to offer a quick and simple online booking method required by this valuable group of customers.

Reduce Enquiry Handling Costs

Around 70% of all meeting enquiries are for simple meetings with less than 40 attendees. Meetings Maker enables these enquiries to be dealt with automatically on the hotel's website without the need for human involvement. This reduces total enquiry handling workload by at least 55%.

Enquiry handling costs are reduced by 55%

The administrative burden of preparing, sending and chasing agreements is completely removed when customers complete their meeting bookings with Meetings Maker online. The online customer payment capability means that there is also no need for staff to spend time requesting or chasing customer payments.

When hotels offer an outstanding direct booking option on their own website, customers are much less likely to use a third-party agent to book their meetings. This can reduce a hotel's reliance on channels that involve fees and commissions.



Seamless Integration with Opera and other Property Management Systems

Integration with an existing property management system is essential for the efficient use of a real-time meeting booking system within a larger hotel chain. Meetings Maker has a two-way, seamless integration with Oracle MICROS Opera. It is the only meeting system to integrate with Opera S&C. Integrations with many more leading system providers are on the way.

All Meetings Maker integrations use real-time web services and 'feature heavy' API interfaces. This approach delivers real-time, two-way communication with read/write capability. With the Opera integration, Meetings Maker can access the existing customer database and real-time meeting room, catering and equipment pricing.

When a customer makes a booking on the hotel's website (using Meetings Maker) it appears in Opera instantly, just as if a staff member had typed it into S&C directly. All the customer, room, catering, equipment and pricing information is automatically carried through and populates the appropriate fields in S&C.

Security is a valid concern with any integration. Meetings Maker achieves the highest level by using a unique identifier code (UID) to access customer information in the Opera database. Meetings Maker never stores customer information.

micros[®]
Integration Partner



Enhanced Customer Service

Meetings Maker enables hotels to allow their customers to search for and book a meeting with all associated catering and equipment in just a few minutes, at any time of the day or night. This is super-convenient for them and represents a significant time saving compared to the usual drawn-out enquiry and booking process.

Providing the customer with the ability to pay securely online is another big improvement in convenience. In addition, customers who are pre-approved can also book their meetings 'on account' through Meetings Maker.

Meetings Maker allows customers to quickly and easily see a range of alternative dates, rooms, catering and equipment options along with pricing.

Once a customer has made a meeting booking they can view and amend it (subject to booking rules) online 24/7 using the 'My Account' section of Meetings Maker.

24/7/365 Customers can book day or night in any time zone



Quick & Easy Deployment

Meetings Maker is a fully hosted solution that is built up in parallel to the hotel's existing website. The white label site is custom designed to exactly match the hotel's existing style, colours, design, look and feel. It is impossible to tell them apart.

On the day of launch, meeting enquiry links on the hotel's existing website are pointed to the new booking site where visitors will be able to search, book and pay for meetings in real time.

The advantage of a fully hosted, white label, parallel site is that during setup and launch it has no impact on the hotel's existing website, marketing, IT or business operations. All the new customer-facing pages and functionality is contained within the new hosted environment.

Where a hotel makes use of the Opera integration, setup is made even easier as there is no need to load information into Meetings Maker about meeting rooms, catering or equipment. Meetings Maker pulls, from Opera, room details, availability and pricing, in real-time, with each customer search. There is also no need to migrate legacy bookings at the time of launch.

24/7 Support

Our hotel training specialists will work with your team members to ensure they are not only competent but also comfortable with the system. Our training utilises a combination of on-site, hands-on courses and remote e-learning, videos and 24/7 live-person support by phone, email and chat.



Powerful Tools

- **Corporate Accounts**

The corporate account booking tool allows key customers to access pre-negotiated rates and set up centralised bookers within their company. They can also apply monthly budgets to each of their users and access real-time reporting on spend vs. budget for individuals.

- **Third Party**

The third party booking tool enables hotels to give agents access to easy meeting booking across their whole group of hotels. It also enables hotels to set up the agreed commission on meeting rooms, F&B and equipment for each individual agent.

At the end of the month Meetings Maker produces a statement detailing the bookings made by each agent and the commission due. This can be sent to the agent to ensure they invoice the correct total commission figure.

- **Yield Management**

It is possible to move locations and even particular room types/sizes onto higher or lower price ladders. This can be done in advance in anticipation of higher or lower demand periods or in response to actual occupancy. Hotels can also set different prices for each day of the week and for morning vs afternoon or evening.

- **Special Offers**

Two different types of special offers can be set up in Meetings Maker. Discount codes can be generated to distribute through a range of channels. These codes can be entered by the customer on the checkout page. As an alternative, special pricing can be set up and applied to specific locations, individual rooms within locations, particular time periods and also to nominated customers i.e. corporate accounts.

- **SinglePay**

This unique solution from Meetings Maker allows a group of hotels with mixed ownership and individual business entities to use just one payment gateway merchant account across all their hotels.



About Groups360

Groups360 is the most trusted marketplace for meetings. Our number one priority is to bring transparency, simplicity and objectivity to group bookings.

Groups360 was founded in 2014 by David Kloeppel and Kemp Gallineau, former senior executives from Gaylord Entertainment Company with decades of experience in the hospitality industry. As hoteliers themselves, they knew the meetings and events space firsthand, along with the convoluted and inefficient booking process that has plagued the industry for 40 years. They knew there had to be a better way, and they sensed the industry was ripe for transformation.

With a singular goal—to make group travel simple—Groups360 assembled a team of hoteliers, meeting planners, and data scientists to create GroupSync, our proprietary online marketplace. In the first five years, Groups360 has booked hundreds of millions in revenue for hotels, with an average meeting size of 400 and an event cost of \$100,000. GroupSync has reduced the time it takes to book a space to an average of 19 days compared to the industry average of 77 days.

In August 2019, Groups360 secured a \$50 million investment from four global hotel brands—Accor, Hilton, IHG, and Marriott—to accelerate the development of GroupSync. Groups360 will soon be the first distribution channel to offer real-time group availability for both rooms and meeting space.

A significant step toward that goal took place in May 2020 with the acquisition of MeetingsMaker, a cloud-based technology created by BookingTek. MeetingsMaker is the U.K.'s leading direct-booking software for meeting space and sleeping rooms in medium and large hotel brands. The MeetingsMaker online booking solution drastically reduces the time it takes a planner to book simple meetings from days to mere minutes, while freeing up hotel salespeople to focus on larger, more complex events.

Groups360 will offer MeetingsMaker as a white-label software package for hotel groups in the U.S. The direct-booking functionality will also be integrated into GroupSync to allow event planners to instantly book smaller, less complicated meetings and also send highly qualified RFPs for their more complex meetings—all through GroupSync.