groupSYNC
by **groups**360

Case Study

TTI improves event planning speed and efficiency with GroupSync™

Summary

TechTrans International (TTI), a global leader in logistical support, manages more than 1,000 events per quarter, ranging from 50 to 300 attendees. With a Certified Meeting Professional (CMP) and Certified Government Meeting Professional (CGMP) team, TTI specializes in securing lodging, venues, transportation, and event logistics for high-stakes government and corporate clients.

Alissa Howell, special events planner at TTI, has fully transitioned to using GroupSync for hotel sourcing and contracting. By leveraging GroupSync's real time hotel availability and pricing, TTI has cut booking time, improved venue selection efficiency, and enhanced client satisfaction with faster event confirmations.

Challenges: slow sourcing and manual processes

Before using GroupSync, the TTI team encountered several challenges that made event planning less efficient:

- **Manual outreach to hotels:** Planners had to contact venues one by one through phone calls and emails, significantly slowing down the process.

- **Strict venue requirements:** Finding properties that met detailed specifications, including space size and rate caps, took extensive effort.

- **Delays in contract finalization:** Without immediate access to venue availability, securing a property could take weeks.

> "The **transparency and time saved** have been the biggest advantages."
>
> — **Alissa Howell**
> Special Events Planner, TTI

How GroupSync Solved the Problem

SHORTENED THE BOOKING TIMELINE

The TTI team spent significant time sourcing hotels manually before adopting GroupSync, sometimes taking weeks to finalize contracts. The platform's automated search capabilities and real-time access to venue availability have allowed TTI to speed up the booking process, cutting the average timeline to just a few days. For example, a client required a venue for a weeklong event and needed confirmation quickly. TTI used GroupSync to identify properties that met strict requirements, narrow down options efficiently, and finalize a contract in just seven days—an outcome that could have previously taken several weeks. With access to real-time venue availability, TTI no longer has to rely on time-consuming follow-ups with hotels, ensuring faster decision-making and fewer delays.

SEAMLESS INTEGRATION WITH MINIMAL TRAINING

GroupSync is designed to be intuitive and user-friendly to implement, allowing TTI to fully integrate it into their workflow without requiring complex training. Event planners can input their requirements and let the platform do the work, and make real-time adjustments without disrupting the process. This flexibility allows planners to explore different venue options confidently, knowing the system will guide them toward the best fit.

BETTER COMMUNICATION AND COORDINATION

TTI has also improved collaboration between their team, hotel sales managers, and event staff. They now provide detailed event requirements—such as room setups and meal schedules—directly through GroupSync, making it easier for hotel teams to coordinate. By having all event details included upfront, hotels can quickly pass the information to their banquet and operations teams, eliminating redundant conversations and last-minute changes.

> "We're no longer calling venues multiple times just to get an answer. The time from initial request to contract has been drastically reduced."
>
> **— Alissa Howell**
> Special Events Planner, TTI

Results
Faster bookings and greater efficiency for TTI

- **Hotel sourcing time reduced** by more than half, allowing for quicker contract execution.
- **1,000+ events per quarter** successfully booked using real-time availability insights.
- **Stronger coordination between TTI, venues, and clients,** minimizing redundant communication.
- **Greater client confidence** with faster venue confirmations and reduced uncertainty.

Why GroupSync?

✓ **Faster responses**
See real-time availability and secure venues in days instead of weeks.

✓ **Better data**
Instant access to rates and space reduces guesswork.

✓ **Smarter collaboration**
Automate and share key event details seamlessly.

With GroupSync, TTI has **streamlined event planning, reduced workload, and improved client outcomes,** solidifying its position as a leader in high-stakes event logistics.

groups360.com | info@groups360.com
Search, source, and book hotels with your free GroupSync account. Whether you're booking large or smaller groups, **GroupSync makes the process easier.**

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