

# HSMAI DALLAS FORT WORTH



**MILLION \$\$\$ PROSPECTING**

## **HOTEL RESOURCES**

Presented by: Lisa Barham, President

[lisa@hotelresources.com](mailto:lisa@hotelresources.com)

817-424-0305

Website: [www.hotelresources.com](http://www.hotelresources.com)

**Future Opportunities** can be found by combining search words like:

| Use Each Variation of TBD's   | Event Words             | Suggested Phrases                                  |
|---|-------------------------|--|
| Location to be advised  | training                | 2016 "dallas tx" training "venue to be confirmed"  |
| Location to be confirmed  | workshop                | 2016 "dallas tx" workshop "location tba"           |
| Location to be announced  | meeting                 | 2016 "dallas tx" meeting "location tbd"            |
| Location to be determined   | seminar                 | 2016 "dallas tx" seminar "venue TBD"               |
| Location to be decided  | program                 | 2016 "dallas tx" program " hotel tbd"              |
| Location to be revealed   | reunion                 | 2016 "dallas tx" reunion "venue tbc"               |
| Location tba  | "golf outing"           | 2016 "dallas tx" "golf outing" "location tba"      |
| Location tbd  | symposium               | 2016 "dallas tx" symposium "location to be*"       |
| Location tbc  | conference              | 2016 "dallas tx" conference "venue to be*"         |
| Venue to be advised   | "annual convention"     | "october 2016 " "annual convention" "location tbd" |
| Venue to be confirmed   | "monthly luncheon"      | 2016 "dallas tx" "venue to be determined"          |
| Venue to be announced   | "quarterly meeting"     | 2016 "dallas tx" "quarterly meeting" tba OR tbd    |
| Venue tba   | "dinner meeting"        | 2017 conference rfp "venue tbd" "dallas tx"        |
| Venue tbd   | luncheon                | 2017 conference "request for proposal"             |
| Venue tbc   | "district meeting"      |  |
| Hotel tba   | gala                    |  |
| Hotel tbd   | "holiday party"         |  |
| Hotel tbc   | "certification program" |  |
| <b>Wild Card: "location to be*" – use the asterisk sign as your wild card</b> |                         |  |

Try these Search Engines with Suggested Phrases and Event Words

| Use Each Search Engine                             |  |  |
|--|--|--|
| <a href="http://www.google.com">www.google.com</a> | <a href="http://www.blekko.com">www.blekko.com</a>       | <a href="http://www.excite.com">www.excite.com</a>           |
| <a href="http://www.yahoo.com">www.yahoo.com</a>   | <a href="http://www.dogpile.com">www.dogpile.com</a>     | <a href="http://www.mywebsearch.com">www.mywebsearch.com</a> |
| <a href="http://www.bing.com">www.bing.com</a>     | <a href="http://www.infospace.com">www.infospace.com</a> | <a href="http://www.duckduckgo.com">www.duckduckgo.com</a>   |
| <a href="http://www.yippy.com">www.yippy.com</a>   | <a href="http://www.ask.com">www.ask.com</a>             | Find new Search Engines by Googling them                     |

Use all search but start with [www.google.com](http://www.google.com) and [www.yahoo.com](http://www.yahoo.com) to find future business! Use all event words to find potential groups coming to your town.

- Interchange Event Words with Search Engines
- Add a month in front of the year to find month specific opportunities
- Use quotations to keep words together, like "annual conference"
- Keep a list of phrases you've used before those were successful so you can use again next month or even next quarter.

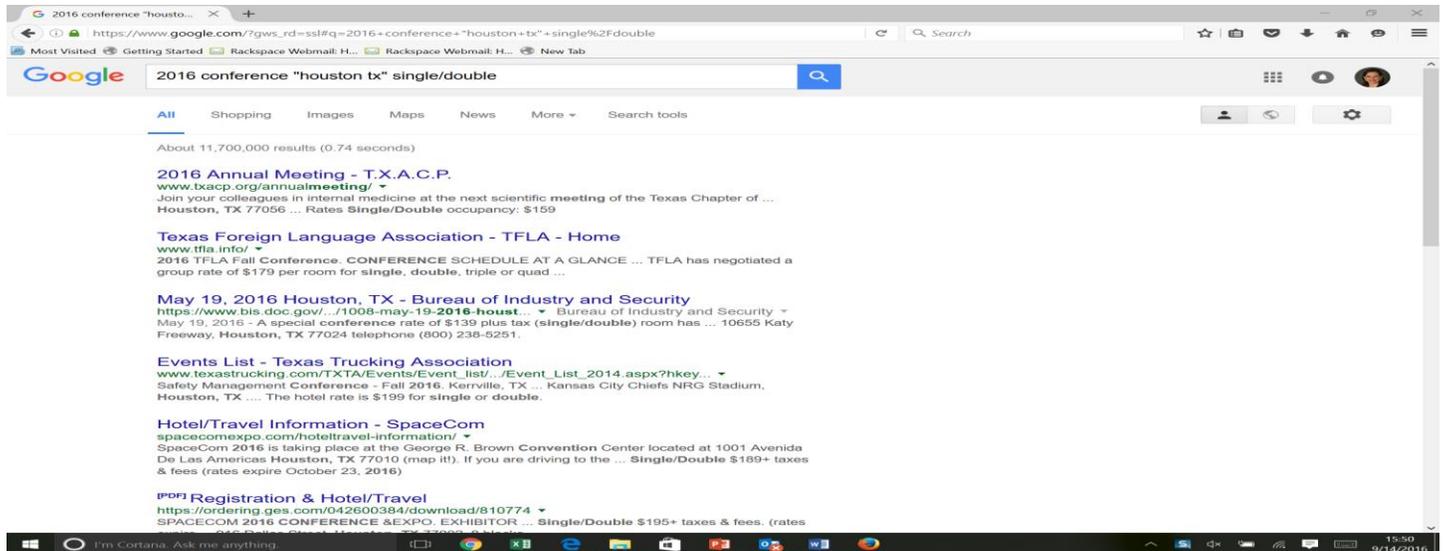
**Exercise:** Find 3 TBD's, TBA's or TBC's per day for the first two weeks.

## Finding group business by RATE

[www.google.com](http://www.google.com)

Add Single/double

2016 "city state" conference single/double



## PUSH SALES

[www.eventbrite.com](http://www.eventbrite.com)

Listing of events by city with many categories to select.

[www.eventful.com](http://www.eventful.com)

Listing of events by city, you can search each event by category.

[www.active.com](http://www.active.com)

Great resource for sports events in your market.

[www.googlealerts.com](http://www.googlealerts.com)

Sign up for free version and put in your search parameters ( 3 queries) new events will be automatically emailed to you when they come online.

[www.meetup.com](http://www.meetup.com)

(Social networking site) Great for those hotels that are in cities with biking trails, outdoor events and activities, nature lovers, and popular tourist attractions. You can also look for "travel groups".

## CORPORATE

[www.leadferret.com](http://www.leadferret.com)

Free directory. Millions of contacts within corporations in your market.

[www.data.com](http://www.data.com)

Free directory but this one will allow you to pull office building tenet directories.

## LINKEDIN

[www.linkedin.com](http://www.linkedin.com)

MUST HAVE! Get your clients to make introductions for you! Let your clients be your best sales people!