



## **Description of Services**

### **Site Selection**

JC Room Blocks is pleased to work with the hotel of your choosing or assist you in selecting the perfect property for your room block. If you do not have a particular hotel in mind, we will research hotel properties in your area and put together a Comparison Report of our findings. This list of possible hotel properties will contain hotel features and amenities, distance from your venue, special group rate, and concessions.

### **Hotel Contract Negotiation**

Founded by two meeting and convention industry professionals, the owners of JC Room Blocks have extensive experience in negotiating room blocks for groups. We have been successful in securing the lowest possible room rates for our clients in addition to obtaining perks for our clients. Some concessions that we have been able to negotiate include (but are not limited to) the following:

- Highly discounted or free suites
- Special group rate offered up until three days prior to event
- Free VIP amenities (champagne, wine, cheese plate, etc.)
- Discounted or free event space
- Extra frequent guest points earned
- Restaurant coupons
- Discounted or free shuttle service
- Complimentary airport transfers

### **Room Block Management**

Once your room block has been set up, it is important to monitor the reservation activity within your official block to make sure your guests are making their reservations. Additionally, since many hotels offer perks based on fulfilling the room block, we keep track of the number of reservations booked. By requesting weekly reports from the hotel, we can take necessary steps to add more rooms to your block at the special group rate or scale your numbers back.

## **Marketing**

Getting the word out to your guests about your room block is key. After all, the more reservations that your event generates for the hotel(s), the more freebies and extras you will get! JC Room Blocks is able to market to your guests in a variety of ways:

Email Marketing - If you can provide email addresses for your guests, we can create a customized e-announcement reminding guests about your room block. We can customize the e-announcement to your color theme, logo, picture, and website or additional information. The e-announcement will include your official hotel(s), hotel address, directions to your event location, special group rate and instructions as to how to go about making reservations.

Website Link - Depending upon the chosen hotel property, we can link your website to your official hotel's website for a seamless reservation process.

Invitation Inserts - JC Room Blocks will prepare hotel announcements (sent electronically to you) that can be printed and included in your invitations. These inserts can outline your official hotel, hotel address and instructions detailing how to go about making a reservation.

*Thank you for your interest in JC Room Blocks. We look forward to working with you!!*

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