

Margaret Allas
Hotel Operations
Prof. Crumb
October 20, 2004

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RIT Inn Visit 3 Critique: Hotel Sales and Marketing

Our class visited the RIT Inn on October 19th for the third time to focus on Hotel Sales and Marketing and Events Planning. Janice Emerson, a now familiar name and face among the RIT hotelies, met with our class in the Charades Cocktail Lounge. Janice is the Director of Sales and Marketing. Danielle Haste, a recent hire from the Courtyard Brighton's executive meeting management team, also joined our class as part of her training. GM ^{B. El} Keith Gunther came to speak to us briefly about the importance of sales and marketing. Nothing can happen in the hotel until something, whether it is a banquet hall or a room, is sold. Important things to keep in mind with hotel sales or marketing are moving inventories, moving supply and demands, and different time frames. A good director, such as Janice, will maximize revenue. For the rest of the class, each group did a case study that related to sales and marketing.

My group, Group 2, had a case study based on deciding to accept or not accept business from the University of Rochester's 20th Rochester Trophoblast Conference. Each group was given a packet of information containing the group's agenda and needs, RIT Inn and Conference Center Layout, Sales and Catering Standards, booking goals, and Facilities' Capacity, Features, and Services. The groups had to make decisions based on all the information given to them. It was important to keep in mind what the hotel could offer, what the needs of the account are, booking goals, and how to creatively and effectively meet everyone's needs. The Trophoblast Account needed much more conference space than what was generally available. The Inn did however have enough room space. In the end our group decided that we would not be able to facilitate the group unless they were willing to compromise and change their settings and

schedules around. Janice informed us that this was a true story and the group was willing to change some things around; so she got them a tent and everything went well.

This was an interesting class because it dealt with a subject that I had no previous experience with. The objective of Sales and Marketing is to sell as much as possible. Selling requires trying to fit as much business as possible at your franchise. It is important to accommodate the customer and meet their needs so as to meet the needs of your business. I learned that you have to learn to make important decisions quickly. It is also very important to learn how to in a great amount of information in a short amount of time. A good Sales and Marketing Director knows how to utilize space efficiently and also knows all of the services available.

Sandy Arias
Critic #3
Professor Crumb

10/20/04
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Today's visit to the Inn was very interesting and fun. We met at Charades again and there we met with Janice, the head of the Sales & Marketing department, who gave us a little overview of the functions of the sales and marketing department in the Inn. The department functioned just as we discussed in class, with rules set to maximize revenue. It is the responsibility of the department to follow these laws exactly in order to not upset the revenue of the Inn.

After the brief overview we were given a case study to analyze with our groups. My group got case study number three, which I thought was very interesting. It involved choosing whether or not to take a reservation considering the goals of food sales for the month of October, and if we took it how much we would charge. Considering the complexity of the items to analyze, we opted for the easiest way possible. Therefore, we decided to go with 3 Iroquois rooms to give us a total of \$1050 and the food \$4200 to add a grand total of \$5250 which would be the amount we would charge to receive the group.

I thought this case study was very educational and fun. I was able to interact in a professional environment with my classmates and make an important decision. I am enjoying all the trips to the Inn so far because they are providing me with the perfect opportunity to explore the industry better. I am gaining some experience in the field by being placed in real life situations and I am very excited with that.

Seung Hee Baek
Professor Crumb
Hotel Operations
October 25, 2004

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Critique 3

At my third visit to the R.I.T Inn, we did a case study, which was about a banquet management.

I did not know that there were many factors that must be considered to have banquets. I thought that if people want to a banquet in a hotel, the hotel only need to check available dates and foods. However, a number of people, a kind of a banquet, and days of a banquet change if the banquet is possible in the hotel. The hotel's banquet spaces are limited, but people' requests are variable. The hotel thinks many ways to allow all people's requirements. Banquet rooms are made to be flexible. For example, if people want a small banquet room, the rooms can be changed to small by splitting up a large room. Also, the room can be changed by arranging of tables and chairs. In addition, meeting dates are an important factor, because, sometimes, the meeting spaces are not available because it is high peak season.

I am interested in a banquet management, because I think it shows all hotels' management skills, which are handling customer relationships, food management, sales, and services. Therefore, I think all experiences are required to succeed a banquet management.

Andrew Cabble
Hotel Operations-Critique # 3

10/20/04
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During our third visit to the RIT Inn and Conference Center we explored the world of event management. This field extremely interests me because of all of the action involved in it. We were taught about all of the various jobs within the area. An event manager is responsible for everything from the initial reservation to the cleaning up and collection of payment. They deal directly with the customer and form an "account" with them. We then learned about all of the paper work involved with event management. They range from bills to inventory to seating capacities. In this field it is all about getting the most out of your space and taking in the right types of sales. During our group simulations we were faced with this problem of whether to accept a group or not. To figure this out we had to study charts and analyze data. We figured out how much money they would be spending and compared it to the average of other groups. Based on these numbers we can determine if it is a good decision to take in the group. The time of the year also had a large role in deciding whether you will take in a group or not. During slow times hotels will take almost anyone but during high seasons hotels will determine which groups are going to provide the most revenue for them.

Prof. Crumb
Hotel Ops

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Jason Duprat
October 20, 2004

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RIT Inn Critique #3

On our third trip to the RIT Inn we studied scenarios that a banquet manager might have to face. This was one of the most helpful visits yet. I learned that a lot more goes into the processes than I had originally thought. As a manager you really have to be thinking creatively in order to maximize revenue. A manager will have to be flexible and try to be as accommodating as possible in order to earn business. Case number one was particularly interesting as management was going to have a difficult time fitting a banquet into their space they had to come up with ways to serve the large party while providing them with enough space to have break out sessions and have their displays. Janice Emerson explained how they resolved the situation, which included renting a tent for the displays. Solutions like this are often things that a student may not come up with on their own. So this is a great way for students to see how managers do what it takes to accommodate a good piece of business. I also found it very interesting how Janice decides whether or not to take a piece of business. She doesn't only look at how much they will spend on food and beverage, but she also looks at how many room nights and also the demographic information of the guests to try and figure out if they will be spending enough money within the hotel during their stay to make them worth booking. I also found it interesting how the sales managers had minimum spending limits in order to book a piece of business. It was also interesting to learn that hotels will often not charge for room nights of a banquet if they have met a specific spending level. Janice also explained that when she has to decide whether to take a piece of business it is not uncommon to explain that another sales member has the space tentatively booked and she

must check with them to see if they will need all the space. This is the technique that she uses to buy herself more time to decide if she will accept a group. Among our trips to the Inn so far I feel that this was the most valuable learning experience for me so far.

Fang Ling Huang
Professor Crumbs
Hotel Operations
October 18, 2004

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Critique of Trip to the RIT Inn (3rd visit)

For this visit to the RIT Inn, we investigate cases involving the sales and catering department of the Inn. This time, the catering and sales director was present to help us with our group work. The general manager was also present but only spoke in the beginning of class, but the sales manager remain the whole session. Before we began working in our groups, she explained many of the criteria involving taking in a group for the inn.

There were three cases involving the booking of different groups for the inn in different situations. The first case deals with the 20th Rochester Trophoblast Conference wanting to book the hotel from June 3 to 8, of 2006. The second case is deciding whether to take one conference over the other. The case that I had to work with is the third case about whether or not to take the Heritage Christian Home staff meeting of October 14, 2004. They wanted to have two sessions of that day which ends at 4 that very day. My group and I decided to take the client because Thursdays aren't as popular especially at the day time, so even though we won't generate much revenue for it, it is worth it.

These cases allow me to gain a better insight of the functions of the sales department and the difficulties of the job. I believe that these cases really help in educating someone because it is as if he/she is witnessing it first hand. And first hand experience is the best way to learn/

Our visit to the Inn provided each group to come up with a plan for a situation involving the banquet rooms. It also provided each of us with the hotels aspect of how to choose what groups to let into the hotel and which not to allow in based upon prior stays in the area and stays at that hotel.

Our group found a way to fit a group into a minimum amount of space to maximize profit while leaving the rooms flexible. By leaving the rooms flexible we would be able to fit the party into one of three combinations of rooms for the same price and setup, while allowing us to book other parties with very few restrictions on what rooms to give them.

It was interesting to learn the Inn handled everything the same way as we did in the simulation. We also saw how it handled different situations when it was overbooked or it had a choice of which group to accept. They also informed us of how each banquet is priced out and how they determine what to charge per group. It is all based upon how many meals and the number of people that they will have in each amount of space they request that determines the pricing.

Ola John-Ukegbu
Oct. 18, 2004

10/20/04 x7

Third Visit to the R.I.T. Inn and Conference Center

On Oct. 18, 2004, my hotel operations class had our third visit to the R.I.T. Inn and conference center. We sat once more in a bar/lounge style sitting area where our 'lessons' began at 10am.

The visit commenced by us being re-introduced to a member of staff that had worked with us before and a new one. We were divided into teams and given cases studies to analyze and present our solutions. Prior to this, Janice Emerson, the director for sales and marketing, explained to us the things involved in booking an event at the inn. She enlightened us about the way they qualified an event as 'good business' and hence booked it in or otherwise.

The class then listened to the solutions that each team presented for their case study. Comments were there after made on them by Janice Emerson with reference to the solutions that she had implemented in comparable situations within the course of her job.

After the presentations and brief discussion about related issues and scenarios among the class in general, our visit was concluded. It was very educational.

Overall, I will say that it was once again a good experience and resourceful visit in which I learnt helpful new things about the hotel industry, including how to manage and book-in events, keeping in mind the hotel's target/budget.

Joseph Kim

Hotel Operations

Professor Crumb



RIT Inn visit 3

Today we worked on case study on event management. We work in teams and try figure out the best way to arrange a banquet room, which type of party you want, how much to charge, and anything that goes with an event.

RIT inn has many different types of banquet rooms that can be changed around by removing air walls or adding them. The inn has 8 main ballrooms and each holds a different amount of people. The inn has its own catering service for any event. There are kitchens and walkways to each of the rooms. All of the walkways are out of sight of the guest.

May and October are the big months for banquets and conventions. RIT inn has a food budget for each month based on previous sales. Busy months would have a higher budget while slow months will have a smaller budget.

The cost for a banquet is based on how many people, how many days, which days, will they want rooms, what type of food, and how much space is needed. Different types of food cost more than others. Weekends cost more, which are Thursday, Friday, Saturday, and Sunday, and weekdays cost less. If you have guests who will stay at the hotel the price would be cheaper. If there were no food served at a convention then the price would be higher. There are many factors that will affect the price.

Picking the right group is important too. You would want to pick a group that you will have business with in the future, such as annual meetings. Certain groups will be better to have than others, such as female awareness group then a loud hockey team.

There are many decisions and lots of work in setting up a banquet. Having all the information and meeting the person in charge of the banquet will help make all the right decisions.

10/20/04
nice analysis
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This simulation at the Inn was a little different from the one in the past. The introductions by Mr. Gunther and Janice Emerson of their newest HR member, Poly, was a little long which in turn had us working a little harder to make up for the lost time.

Mr. Gunther seems to be more abreast with what the RIT students are doing at the hotel then other General Managers would be. I know he has a lot going on in the hotel and a staff to run. He also knows how important it is for the students to see what it is that he does and how he does it. If there is any correcting to be made on his staff, he always finds a way to add the correction and cover it up with a complement. I can see how he has made it into a successful manager position.

Ms. Emerson seems to have gotten into the idea of the simulations more as we have been going there. The students were working with less time then we had in the past with simulations that were a little bigger then what we had been doing. I believe working with less time was an adequate test of our ability to work under pressure of a new topic right out of the box and to do it with less time then anticipated. It is here you must be able to "see" missing information from the contact and know how to get it from them. You do not want to be calling every hour asking all the questions you should have asked on the first call. Bottom line: you have be able to hit the ground running with that ball.

This demonstrated just how to can be for a Hotel employee when a contact for potential business calls the Hotel and asks for a quote on rooms/dinner/ballroom. If you ask for some time to get things together for this person, you had better be able to keep your word and be able to call back within the time frame you talked about.

Katelyn McKeown
Due: October 20th

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Hotel Operations
Professor Crumb

Critique #3

The trip to the RIT Inn was very interesting. We met in Charades, the bar off to the left when entering the Inn. Mr. Gunther was there to greet us, but Janice Emerson, Director of Sales and Marketing, was the one who was in charge of the case studies. My group had case number 2. I found that one, along with the other ones very interesting. We all did a good job at analyzing and coming up with good explanations of the problems. We all agreed on most of the reasoning to deduce the method the hotel used to solve the problems. It was beneficial learning experience about booking and marketing. I was very interested in how much finance calculation goes into choosing between two different choices of booking. For example, when first looking at our case study, we thought it was obvious when picking between two groups of people to pick the larger group with potential to spend more money. After doing some calculations, we found that the smaller group, although less people, would generate more revenue and be less maintenance than keeping up with the demands of 250 people.

I never realize the entire amount of work that goes into being a conference center. It really captured my interest to hear of all the different facilities the Inn had to offer to accommodate all sorts of groups. They could possibly have 10 different rooms to have functions in. One of the rooms even is accessible to cars if there is a showing of a vehicle. The Inn has so many possibilities for conferences as well as being a hotel complying to many other different gatherings.

Third Visit to RIT INN

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Our third visit to the RIT INN was our second case study. This time we focused in sales and marketing. This has been definitely the area that I have developed an special interest in. Janice Emerson, the director of sales and Marketing talked to us more specifically about her job, and the type of decisions she has to make with her job. I learned very much with these case studies because since we used real examples and real facts form the RIT INN.

I loved learning about how to deal with events and make a good decision when deciding whether accepting the group or not. There were many details that I would have never thought but hearing to the experts is always very helpful. In my case study we had two events and they were both in the same dates. So which one to pick? There are many factors that come to play however we can not just think in the revenue but also if we can offer them all their requirements that they are asking. Also maybe they are requesting more rooms to what we have available. So there are many things that a Director of Sales and Marketing has to look at.

This third visit made me feel very happy to what we have learned in class and can apply it to real cases. I know that living it would be definitely different but sometimes also getting the right answer or making the good decision in class is already a big step that we are making as a class to understand and progress.

Andrew Penfold
Hotel Operations
RIT Inn Critique
October 20, 2004

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This particular visit to the RIT Inn was particularly helpful. Each case was generally about whether to accept a groups business or not. This was interesting because decisions like this are made everyday. The information they handed out was very helpful since it was the Inns actual meeting and banquet facilities, broken down into space, pricing, and policies. This case study covered how to best accommodate a given amount of people into RIT Inn's given space. As well as going over the possible profitability that one group could have over another, that want the same time period.

This case study made me think more closely about all the aspects that need to be examined before booking a possible banquet or meeting. Our particular group had to decide whether to take a group of 300 people for a continental breakfast and soda and cookies. We first found a room which could accommodate the people the most efficiently. We then proceeded to price out the services we needed to provide. This was effective because it gave us real cases and the information provided helped us to learn what factors really contribute to taking or turning down business.

This relates to the conversations about event management. In class we also discussed policies and organization which were one of the topics covered in the RIT Inn portfolio. We also covered marketing and sales in class which had to do with the cases as far as sales in concerned.

LaKeisha Perez
Hotel Operations

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RIT Inn: Critique #3

The visit to the RIT Inn on October 18, 2004, provided a lot of information about the rooms department and the banquet facilities that are located in the RIT Inn. Janice Emerson gave detailed information about the banquet rooms, functions of the banquet rooms, and she gave a lot of information about the packet that she provided. The packet consisted of an outlay of the RIT Inn, capacities for the banquet facilities, features of the Inn, prices for renting space in a banquet room, and sales and catering standards.

This visit's case studies made me look more carefully at information provided. For example, in case study #2, there were two groups requesting the services of the hotel for the weekend. One of the groups would have been more profitable, but the RIT Inn wasn't big enough to accommodate all the guests for that particular weekend. The decision had to be made to take the smaller group, because they could be accommodated within the RIT Inn. In this case study you had to look at how many rooms were available for that night, how many banquet rooms were available, and which group you would be able to accommodate.

Dana Pierce
October 19, 2004



Visit to RIT Inn (3rd time)

The third time visiting RIT Inn, we continued the case studies. The manager of sales was with us today. She gave us plenty of information about the Inn. Some of this helpful information consisted of how much each banquet room would be, how many people it can hold, etc. She also told us the difference between the styles of set-ups. You can have classroom, theatre, buffet, etc. One thing I thought was interesting was that you would want a round table set-up most of the time. Well at least I would in the way she explained it. Round tables give the group a chance to talk to everyone instead of rectangular whom you can only talk to three or four.

With our case study, we had to research which group to have at our hotel. It was between a very large group for four days and a smaller group annually. Our group picked the smaller group. We decided on this because they might choose our hotel each time they have the gathering which would bring in that same revenue each year, we also did this group because we could house all of them. With the other group, it was in September, and with the information we were given, could not house all the people. The other group also had many orders. Our group later found out that we were right. We picked the one that the manager did. She went to explain that they offered to the larger group to house most at the Inn, but have a few down the street but provide transportation. They did not want this so they turned them away.

This last trip to the RIT Inn was very helpful. As I mentioned before, I learned that round tables would be best for communication. I also learned how many rooms the RIT Inn can sell to customers at different points of the year.

Courtney Sanford

Hotel Operations

Professor Crumb

October 25, 2004

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RIT Inn Visit

Visiting the RIT Inn and Conference Center for the third time was very interesting as we studied banquet events. After having learned the different setup styles of ballrooms in class, it was a great application in our stimulations at the Inn. The department is one that experience in the field certainly would pay off. Knowing how to attract the business of different companies, such as ones typically using other hotels in the area, is important to the success of the banquets department. Studying the situations that the Inn has previously encountered allows us to come up with a solution, then hear how the hotel handled it, and what the pros and cons of their solutions were.

Our group was faced with a company wishes to hold events and meals as well as occupy guestrooms at the hotel. Unfortunately, the hotel space they required was not available. It would not have been possible to turn the meeting rooms into dining area, and back to meeting rooms in a reasonable amount of time. We decided that unless the group could accommodate alternate plans and setups they would not be able to stay. We had thought that possibly the group could still use our sleeping rooms and be transported to another venue for their meetings since we had the sleeping rooms available. However, we assumed this would not be very appealing to them.

Luckily, we found out that the group was very willing to work with the banquets department to create a plan that would work for both groups. A tent was set up outdoors to accommodate their needs to display posters and research. Creativity is very important in the banquets department in order to meet the needs of incoming groups so they do not take their

business some where else. Also, the more flexible and open to change that the group is, the easier it is on the department to make suggestions that will make the event run more smoothly and make it fit well in the hotels venue. I also saw the importance of knowing all of the seating options and capacities for each room. I really enjoyed this visit to the Inn as I find this busy department very interesting. There is much to learn in booking, planning, and pulling off all of these events.

Ann St. Peter
November 2, 2004
Hotel Operations
Trip to the RIT Inn
Critique #3

This trip to the RIT was slightly different for me than the past because my group was split up, and I worked on this case study with a different group of people. There was more thought required for this case study, because mathematically, we had to figure out where to place a group of people, and also we had to decide the correct amount to charge them. It was slightly more complicated than the case study from the last visit. While our group was watching the other group present with their findings, we noticed that they had chose to place a group of three-hundred people in a conference center that seated exactly three-hundred people. We had placed them in a different room to leave room for food and allow for any additional unexpected guests. It turned out that in reality they had indeed fit into that conference room, but only because only about half of the party ended up showing up.

Although our explanation for what we would have chose to do in that situation did not end up being what was actually done, we still felt that with the information we had been given, we responded to the situation correctly. Later on, we were informed that that group had a history of predicting a larger outcome than the number that actually showed up for the conference. It seems to be difficult to accurately solve an issue where there is only limited information on the sheet describing the situation. Regardless, these case studies are always a fantastic learning experience to help problem solve.


It has been repeated that in the hotel industry issues frequently arise that are unexpected and one is forced to think immediately on his/her feet. This has been stated in class discussions and also on more than one occasion by an employee at the RIT Inn. I think being able to think quickly and problem solve adequately is a priceless attribute that one should harbor in the hotel industry, but also in just about any other job of which I can possibly think.

Breana Sniezek

Hotel Operations

Crumb

October 20, 2004


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RIT Inn Case Study Summary

On October 18, 2004 the Hotel Operations Class went to the RIT and Conference Center and performed case studies. For our case study, case study one, we had to decide whether or not we would be able to accept and accommodate a conference group based on the description given and our knowledge of the hotel. Our group decided that based on the information given that the RIT Inn and Conference center would be able to accommodate the group wishing to hold their conference there.

I found this case study to be very helpful due to the packet of information given to us by the RIT Inn and Conference Center. I learned how they charge conference groups and how many rooms they have available in any given month. The information also gave me information about the budget they have established for their food and beverage department each month. This information was very informative and gave me a better understanding of how the RIT Inn and Conference center is run and how important the sales department is to the hotel.

Christine Terrio
Hotel Operations
October 18, 2004

RIT Inn Critique #3

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Over at the RIT Inn, our class met with some of the members of the executive board, including the Sales and Marketing executives. They explained their sales and catering standards and talked about their meeting and banquet facilities. We then broke up into out groups to work on case studies and shared them with the class. Then the Sales department managers had revealed what they did in the situation with us.

It was interesting to hear what the groups thought should be done and what the Sales department actually did. Our case study was about having two groups wanting the same space for the same time. We had the United States Coast Guard Auxiliary and the Women of ELCA. Both these groups wanted meeting space and rooms during the same weekend in September. The Coast Guard group had a lot of people, needed a lot of rooms, and wanted a lot of comps. Unfortunately, the hotel didn't have enough space for them to fit because there were only 55 rooms available to sell in September. Therefore, we went with the Women's group, which seemed more promising for future business, would bring in a good amount of money for the hotel, and we were able to accommodate. We then found out that the Sales department chose the same group. They did offer the coastguard more rooms down the street with bus transportation, but they rather had looked for a place to accommodate everyone.

The visit to the RIT Inn relates to Banquet and Sales. With all the case studies of possible accounts for the hotel and finding out how to choose what

account to go with, we were able to get a better understanding of the Event Planner and Sales position. There was not much to compare between the case studies. Everyone had seemed to go with the same choice. It just seemed obvious what accounts to go after and what accounts to refer else where.

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Monday October 18th the class went to the RIT Inn for our 3rd visit. This was the second time we now we have gone to work on case studies and this time it was about Sales and Marketing. After a few words from the Sales and Marketing Director she began going over the Inn's policies and the hand out she gave us.

Once the class was briefed on how the Inn decides whether or not groups are permitted to hold there function there, or if it comes up, which one of two groups is chosen each group was assigned a case study. My group was assigned case study number one. We were given information about a group and then had to figure out if we should, following the policies we'd just learned about, accept the group or not. Case study #2 had to decide which of two groups would be the better customer to accept, and Case study #3 was similar to the first one.

The case studies have become more interesting with the various answers the groups give. Our class has become more confident in our abilities and experience so we are hearing different answers based on what the people in the groups already know. I also find it really interesting to hear, once both teams for each case say what they would or would not do, to hear how it was handled when the situation actually came up. I think we all get more insight into if we had the right idea and what our possibilities actually are through this.

WJC
10/20/04

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Ji Hyung Yoon
Hotel Operation

A Critique (RIT Inn visit: Janice Emerson)

Janice Emerson, a director of sales and marketing of the RIT inn, introduced her job with key elements. For instance, her team manages events at the inn with few details like the history of managing events at the inn and the team's goal. Several points like the set up fees for rent a room at the Inn was unfamiliar to me but it was clear to me as Janice highlighted a handout. During the simulation, a focus was an understanding the processes of managing an event at the Inn. Briefly, the team gets the information from people who want to have an event at the Inn. And, they decide after discussing possibilities with the information like the capacity chart. A highlight of this visit was an understanding the processes of managing an event at the Inn because managing an event at the Inn was unknown subject to me.