



# mmx meetingmax

## Case Study

### Success Story NASC

*As the only trade association for the sports tourism industry, the National Association of Sports Commissions (NASC) is the most trusted resource for sports commissions, convention and visitors bureaus (CVBs), and sports event owners.*



### SITUATION

This case study will look at the Meetingmax room block management software from a planner's perspective. Prior to utilizing Meetingmax, the NASC managed housing for the NASC Sports Event Symposium through individual hotel room blocks. Without a housing software, the NASC was not able to view inventory in a central repository at the staff's fingertips. This lack of technology resulted in delays in being able to answer attendee inquiries and managing room poachers.

### SOLUTION

The NASC partnered with a Meetingmax destination which offered room block management services for the Symposium. Through read-only access in the Meetingmax Planner Control Panel (PCP), the NASC benefited from:

- **24/7 System Access:**  
The web-based PCP can be accessed at any time, at any location to view real-time event room inventory.
- **Central Repository:**  
Through Meetingmax the NASC could view hotel room blocks at all participating properties, eliminating the need to call multiple hotels for current pick-up reports.
- **Reports:**  
The PCP offered NASC the simplicity of downloading detailed rooming reports which they could compare with registration lists.
- **Sub-Blocks:**  
The NASC was able to manage their inventory through different sub-blocks for attendees, events rights holders, staff, and speakers. The PCP makes it easy to view remaining inventory in various sub-blocks and confirm that attendees are booked in the correct category.



Meetingmax offers a sophisticated, yet simplified room block management system tailored to the event/meeting industry. Meetingmax's software is used by travel organizations in dozens of North American destinations and by organizers of high-profile events including SXSW, TED Conferences, Cisco Live, and Oracle OpenWorld



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## NATIONAL ASSOCIATION of SPORTS COMMISSIONS

The NASC is committed to the success of more than 700 member organizations and 2,000 serious-minded, sports tourism professionals. Their promise is to deliver quality education, relevant industry research and ample networking opportunities to their members – sports destinations, sports event owners, and vendors to the industry - and to protect the integrity of the sports tourism industry.

[www.sportscommissions.org](http://www.sportscommissions.org)



## RESULTS

Managing room inventory through Meetingmax was a game changer for the NASC. They were able to take advantage of:

- **Improved Communication:**  
Attendees often call the NASC Board of Directors with questions. Previously, they couldn't address the majority of reservation related questions in real-time. They would have to take the inquiry, contact the hotel, wait for a response, and then reply to the guest. With Meetingmax they were able to address these inquiries immediately. Through the PCP, NASC staff could quickly search for reservations, re-send confirmation emails, and download detailed reports.
- **Increased Room Pickup:**  
By comparing rooming list reports to registration reports, the NASC was able to view guests who had registered but not yet booked hotel accommodations. Quick communication with these guests got them booked inside the block, increasing overall room pickup.
- **Protection from Room Poachers:**  
Through rooming list reports, the NASC could easily spot room poachers and remove them from the block. They were able to identify poachers because they were not from companies that would typically attend the Symposium. Once they were aware of room poachers, the association could communicate the risk to guests and advise them to only book through approved channels.



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