

HEALTHCARE EVENTS MADE *Easy*

8 EXPERT TIPS FOR GROUP HOTEL BOOKINGS

Choosing the perfect hotel venue for your healthcare meetings is crucial for success. This guide will help you find the ideal location with top-notch facilities and impeccable service, ensuring a seamless and productive experience for all attendees.

BE FLEXIBLE & STRATEGIC

Explore both top-choice cities and second- and third-choice cities to find the best availability, dates, and pricing.

A PLACE TO UNWIND

Finding a hotel with an entertainment space can be challenging, so include it in your search criteria or plan to entertain offsite for your HCPs.

THINK LONG-TERM

Pharma and healthcare national sales meetings peak in the first quarter, so consider multi-year contracts and book within the same hotel group to secure preferred dates and rooms well in advance.

MSA CHECK

Prioritize hotels with existing master service agreements (MSAs) for smoother, efficient planning.

NEGOTIATE

Be direct in your requests, whether it's upgrading hospitality, securing favorable room rates, or getting specific conference rooms.

Pro-Tip

Consider Sunshine Act compliance for HCP-related meeting types (e.g., advisory boards, speaker trainings, investigator meetings) during discussions with the hotel or venue.

PLAN AHEAD

Smaller, regular meetings like advisory boards, speaker trainings, and investigator meetings typically need 45 to 60 days lead time, while larger events like national sales meetings require at least 4 to 6 months lead time for securing optimal venues and dates.

CONSIDER THE CURRENCY EXCHANGE RATE

For your next healthcare meeting outside the U.S., book hotels in Eurozone countries to optimize your budget with favorable exchange rates and added value for your home currency.

DON'T PANIC, CONTACT AN EXPERT

If your event is 60-90 days away and you're struggling to find a venue, contact our AMI healthcare meeting experts. Our incredible relationships with the national sales offices of major hotel brands will help secure the perfect venue for your next meeting.

Dive deep into navigating hotel availability and ensure a perfect stay.