

## Room Block Poaching: It Could Happen to You.

In recent years, meetings and exhibitions have been increasingly affected by room block poaching. Poachers are businesses that actively seek to deceive, recruit or divert event participants, primarily attendees and exhibitors, away from official room blocks and into other hotel bookings. These businesses use a range of techniques to approach attendees and gain their business. Today, poaching is increasingly extending beyond room blocks into exhibitor services, audiovisual, sponsorships and more. In 2015, a Summit was convened under the auspices of the *Events Industry Council*, from which a white paper, some excellent tools and samples emerged. This past spring, a second, more detailed survey was conducted providing insight to the current effects of the issue.

### Learner outcomes

- Hear current *Events Industry Council* research and gain powerful insight into the industry-wide effects of poaching on our industry, who is affected and how.
- Identify the various ways poachers can adversely affect your workload, reputation & budgets, through pilfering of hotel rooms and other revenue opportunities from your event.
- Hear and share with peers the best practices or challenges to combat poaching.

The Events Industry Council (EIC) Room Block Poaching Workgroup was formed to conduct research, and develop best practices, tools, and resources to aid meeting professionals in managing room blocks. Come engage in the conversation and listen to the latest research and best practices from EIC Industry Insights.