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# Forbes®

Want to build a better meetings business?

**PSAV**  
PRESENTATION SERVICES



Meeting planners prefer to work with a single contact for all their event technology needs. PSAV's on-site experts know the property and provide a single point of contact for technology, acting as a seamless part of the hotel's team.



**PSAV**  
PRESENTATION SERVICES

### PARTNERS IN SHOW

- Sound • Lighting • Digital Image Display
- High Definition • Rigging Services
- Power Distribution Services
- Staging Design and Theming
- Client Network Services • High Speed Internet
- Computer Rentals • Digital Signage
- Digital Content Management
- Design and Installation Services

[www.psav.com](http://www.psav.com)

Contact PSAV at 562.366.0144 or [partnersinshow@psav.com](mailto:partnersinshow@psav.com)

YOUR CLIENTS' ON-SITE  
**SINGLE POINT  
OF CONTACT**  
FOR EVENT TECHNOLOGY



# AV is Critical to Guest Satisfaction

## Event technology enhances meeting experience

Groups and conventions are critical to your revenue goals. The more successful your clients' events, the more likely they are to keep coming back. And event technology plays a major role in creating a successful event. Are you confident your current audiovisual company is truly helping you build a better meeting business?

## Why is AV important?

Well, at its most basic, the point of a meeting is to communicate a message. Whether it's an intimate seminar in the boardroom or an elaborate stage production in the ballroom, your clients have a message to communicate. Their audience is going to take about a minute to decide if that presentation is worth listening to — if you lose the audience, you lose the message. If you lose the message, your clients won't have a successful meeting.

In a presentation, studies indicate 93% of the communication comes from how the presentation looks and feels, not from the words themselves — it's all about audio and visual clues. To make it more challenging, your group meetings guests

have increasingly sophisticated expectations.

Today's audience is continuously exposed to rich media in TV, retail signage, even in sports stadiums. Consumers expect compelling and personalized content delivered in high definition.

➤ **93% of communication comes from how the presentation looks and feels, not from the words themselves — it's all about audio and visual clues.**

## PSAV, the event technology experts

When communication goes live, it's much more than just a meeting that requires equipment and an AV guy. It's a total experience. It's a show. It takes someone who will work with your clients as a team to put it all together. No one is more experienced than the event technology experts at PSAV. You have peace of mind in knowing PSAV sets the stage for success and works behind the scenes, from initial planning to standing ovations. So you can expect higher customer satisfaction scores and clients who will choose your property for their meetings, time and time again.

## SHOWCASE

# Increase Revenue By Bundling Event Technology Services

Results show that bundling traditional audiovisual services with additional technology services, such as high speed internet access, rigging or power distribution drives overall revenue. The revenue comes from two sources.

### Consistent advanced contact

PSAV has a proprietary sales process called CAPTURE™ which is a framework for proactive consultative selling by all its on-site teams. PSAV contacts clients early to find out the best technology solution to meet their needs. This early contact alone drives consistent sales increases against competing vendors who do not offer an on-site contact.

## PSAV Drives High Speed Internet Sales:

- PSAV supports internet services at over **120** hotels across the US
- PSAV replaced a traditional specialist internet provider at a chain of hotels
  - Revenue increases ranged from: **+10** to **+394%**
  - Overall first year revenue increases: **+75%**

### Bundling increases growth rate +21%

The second benefit is that base audiovisual revenue grows even faster when bundled with additional offerings. PSAV has experienced a 21% increase in the growth rate of AV sales when combined with additional technology services, rather than standalone AV.

## TECHNOLOGY SPOTLIGHT

# High Speed Internet Access

### Internet demands increase

It's increasingly difficult to talk about a meeting experience without talking about internet requirements. Your clients find it critical to have high speed internet access in the meeting room, the guest room, and the public space. And they want a single contact responsible for the AV and the internet. No problem.

### On-site single contact

PSAV can own, manage and service your internet network to provide your clients the bandwidth they require throughout the property. This gives you the convenience of outsourcing all your clients' technical needs from a single on-site provider. Client needs are translated into network requirements.

### Premium service options for greater revenue

PSAV offers customized, premium service options as part of its proven on-site sales process. Bandwidth management, for example, allows up sell opportunities to groups with mission critical applications, and drives revenue by offering a range of prices and access. PSAV provides revenue optimization via network usage monitoring.

### Only PSAV provides 3 levels of support

The on-site event technology experts are the front line of support for your internet. Unlike other providers, PSAV also offers 24/7 engineering phone support from our network operations center, as well as manufacturer support through PSAV's partnership with Cisco Systems, Inc. So, you have peace of mind in knowing PSAV's robust network has an unprecedented 3 levels of support.



# MEETINGS OF THE FUTURE

The event technology experts at PSAV seamlessly integrate the latest in meeting room technology with improvements to hotel guest rooms and public spaces. Through investments in new technologies and partnerships, PSAV offers innovative hospitality solutions. Reliable, robust internet connectivity throughout the property provides the backbone for exciting applications, such as bringing the meeting room to the guest room, and total guest connectivity. With PSAV, meetings of the future are here today.

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# Build a Better Meetings Business

Groups and conventions are critical to your revenue goals. Successful meetings and events bring repeat clients. Event technology can play a big part in helping build a better meetings business.

PSAV's on-site experts know the property and offer a single contact for event technology, ensuring the meeting room experience is seamless across audiovisual and high speed internet requirements. So, you get higher customer satisfaction scores and clients who choose your property, time and time again.



## PARTNERS IN SHOW

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