



THINKUP
Enterprises

Revenue Management – The Podcast

How Sales, Catering and Marketing Can Be Combined Into One Solution

“The technology was well established in Australia, working with large hotel companies over the course of 12 years. It was a great opportunity to bring it to the U.S. and introduce it to our U.S. customers.”

Welcome to Hospitality Highlights! In this 22nd episode of the ThinkUp Podcast, host Lily Mockerman talks with Amy Forss, Senior Vice President of Sales at iVvy. iVvy provides a full-encompassing sales, catering and marketing solution specifically designed for hoteliers.

Highlights from This Episode

Lily Mockerman:

Looking long term, like in the next two to three years, what do you think will develop into group trends?

Amy:

Hybrid meeting styles will be something that we'll always have to offer. Also, historical data tools that you might use can really kind of be thrown out when you're looking at cities and size. We'll need to look at other options and suggestions, then put them in front of the planner. They're looking for us to propose those things to them, and they will be for years to come. Then we'll need to look at how hotels can position themselves to avoid declines in revenue, and instead do more to sell value as opposed to dropping price or dropping concessions.

Lily and Amy go on to discuss:

- How iVvy functions as a full encompassing sales, catering and marketing solution specifically designed for hoteliers.
- How the solution works from the lead coming in to the proposal, then turning the contract over to CES for detailing, sending out resumes and doing banquet checks, and finally sending out invoicing.
- How iVvy's online meeting space booking tool fits into the landscape after COVID.
- How giving up a little control will allow more time for hoteliers to work with larger groups.

To wrap up, Amy gives her top three tips for group sellers going into 2021, regardless of which type of technology they're using.

For questions or more information:

Website: [iVvy](#)

LinkedIn: [Amy Forss](#)

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For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.