



OVERVIEW

SUITE RETURNS is a power-packed seminar that will help your corporate clients maximize their premium seating investment. In just two hours, your suite holders and premium seating customers will learn how to:

- TURN premium seating into a strategic business tool,
- DEMONSTRATE a measurable return on investment from premium seating, and
- ESTABLISH premium seating as an ongoing strategic business expense.

It's the ineffective use of premium seating, not shrinking budgets, which jeopardizes renewals by your important corporate clients. The Mission Group has found that luxury seating is vulnerable to line item cost cutting because seats are loosely administered and viewed as perks, and not part of a strategic program.

SUITE RETURNS will show your corporate clients how to integrate premium seating into their business programs including:

- Corporate Sales
- Employee Retention
- Customer Service Initiatives
- Marketing Initiatives
- Business Development, and
- Total Quality Campaigns

FORMAT

The 2-3 hour seminar format is customized to your clientele and can also be used to showcase your catering operation. The evening typically includes:

1. Cocktails & Menu Sampling
2. Welcome
 - In-house catering
 - Special services staff
 - Key team member
3. Seminar Presentation (45 min.)
4. Question & Answer
5. Conclusion & Take away



SEMINAR CONTENT

The SUITE RETURNS seminar will teach your premium seating clients how to:

1. Maximize their Premium Seating Investment
 - Leverage business opportunities
 - Recognize employee accomplishments
 - Build valuable relationships
 - Utilize special amenities
2. Accomplish Strategic Goals
 - Align company objectives with use of Premium Seating
 - Solidify business relationships
 - Enhance loyalty
 - Retain customers
 - Drive sales through promotional programs
3. Recognize Employees
 - Reward sales performance
 - Recognize service
 - Give focus to sports-themed employee campaigns
 - Develop tiered incentive campaigns
 - Use Premium Seating as an HR recruiting tool
4. Implement a Comprehensive Program
 - Suite administration
 - Ticket management
 - Scheduling and communication
 - Themed events
5. Follow-up and Measure Success
 - Hospitality plan
 - Event report
 - Measurable return on investment
 - Internal newsletter reports
 - Tax advantages when Premium Seating is part of a formal marketing program
6. Start a Program
 - Establish hospitality committee
 - Review organizational goals
 - Develop scheduling system
 - Integrate into organizational goals



TURNKEY PACKAGE

The Mission Group provides a complete program package:

- Seminar content and speaker
- Printed invitations mailed to your premium seating list
- Streaming video invitation
- Take-away materials
- Book gift: *Loyalty Rules*
- Participant evaluations
- Follow-up support to participants

Your organization provides:

- Customer list and profile
- Meeting venue
- AV equipment
- Seminar staffing
- Hospitality refreshments and/or food

To host SUITE RETURNS for your corporate clients,
call 404 875-4539 or email Karen Hunter at akhunter@bellsouth.net