

HOW-TO GUIDE

Resilience in the 2020s—cloud-based hotel and casino events management solutions

Discover new ways to produce successful and profitable events

Events management in hotels, resorts, and casinos has radically transformed. With the advent of social distancing and public health considerations, visibility, precision, and efficiency have never been more important as the hospitality industry resets itself to meet the challenges of a new era. Innovative organizations have risen to the occasion by embracing innovation and new technology with respect to business events, family gatherings, industry and hobby conventions, and other functions hosted in their properties.

Robust cloud-based sales and catering solutions enable hospitality businesses to unify operations across multiple properties and their wide spectrum of events spaces. With stricter guidelines for in-person events, more visibility, transparency, and more control is required to make sure that hospitality organizations are compliant as they meet their ultimate mission—create a comfortable and welcoming space for guests and staff at all times and under all conditions. How do cloud-based sales and catering solutions enable organizations to create scalable events management processes in the light of new challenges? How will they continue to do so in the future? Read on to find out more.

What cloud-based sales and catering event management can do better

- Simultaneous, instant software updates to multiple locations
- End-to-end processes standardized across all locations
- Monitored trends—brand-wide
- High availability and managed maintenance via SaaS
- Lower cost of ownership

Re-imagine the event management process

Social distancing and capacity restrictions represent new challenges as hospitality organizations approach event management today. Leading organizations are re-imagining the process across solutions and all locations to be more flexible and more adaptive to how every location under their banner manages the sales and catering in their business. This increased need for adaptability requires an advanced solution and process that breaks free of the status quo.

Event management software deployed in the multi-tenant cloud offers greater maneuverability as the requirements for events evolve. Enabled by cloud infrastructure and seamless integrations with property management systems (PMS) to help businesses incorporate important elements like group bookings for event attendee room blocks. Advanced sales and catering solutions afford hotels, resorts, and casinos with a more precise engine to put forward more frictionless processes and more comfortable environments for everyone—attendees and staff alike.

Expand visibility and control in uncertain times

Next-gen sales and catering solutions are designed to give management an end-to-end view of each event from the initial query to the final invoice. That means teams can get better access to view the entire lifecycle, while solutions automatically prompt the next task. Precision is more important than ever before when it comes to in-person gatherings so gaining a high vantage point like this helps organizations to minimize errors and missed steps, and to contribute to consistently exemplary attendee experiences.

In the vital area of room capacity as it relates to the number of attendees, advanced event management software is integral to maintaining compliance and ensuring accuracy. Then creating comfortable and relaxing atmospheres for all spaces and event types, and always making the well-being of the guest the top priority become much more easily achievable goals.

Infor® Sales & Catering

- Rely on a versatile array of events support—catering costs, labor scheduling, and asset management
- End-to-end precision and efficiency for multiple events from booking to invoice
- Customized automated processes to prompt tasks and reduce errors
- Seamless Integrations with hotel PMS systems
- Online booking and guest self-service features
- Location-wide sales forecasting, year-over-year pace analysis
- Advanced CRM capabilities—histories, communications, and membership information

Gain key insights to enhance strategy

Advanced sales and catering solutions provide organizations with easier access to reporting and trends as well as meaningful insights that all locations can apply for better strategies whether teams are working from home, the office, in transit, or on-site. Solutions empower vital data analysis, revenue performance, and more accurate forecasting to examine successes, reveal limitations, and to help stay within bounds for compliance purposes while also identifying opportunities to use spaces more efficiently and maximize profitability.

Build trust at every event

When hotels, resorts, and casinos manage events seamlessly and with efficiency, creating comfortable and relaxed environments that are compliant to current requirements, an essential goal of the hospitality industry becomes easier to accomplish—building trust and credibility with attendees and guests. Cloud-based sales and catering solutions for event management supported by innovative technology partners is a primary means to staying resilient during periods of transition, disruption, and even stability.

Meet the challenges of restaurant event management in the 2020s and beyond

During times of disruption, event management in the hospitality industry requires a proactive rethinking of processes and technologies to ensure efficiency at every stage. Premier hotel, resort, and casino organizations are now looking to achieve greater operational precision, greater clarity, and less uncertainty when it comes to staying compliant, while always ensuring that every event they host delivers the finest guest experience—now and in years to come.

What must hospitality leaders do to foster resilience in the 2020s and beyond? [Download](#) your copy of our in-depth resource to be ready to react well to the expected and the unexpected.

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