

Dedicated page on hotel websites can do the legwork for meeting planners, delegates and the hotel that serves them

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An online tool that goes by the acronym POGS is making the process of planning meetings more efficient and profitable for meeting hosts and the hotel managers who serve them.

Hotels today are equipped with a multitude of cutting-edge tools, ideas, and the experience that can be used to build a buzz about meetings and events and to streamline bookings and the flow of updated information about those events.

The Embassy Suites Boston- Logan Airport is now using a new technology called POGS (Personalized Online Group Service). This online group service allows meeting attendees and guests to book and manage their attendance at an event through a password-protected page on the hotel's website that is established purely for that meeting or event.

Once a contract has been signed with a minimum of ten rooms per night, a POG can be set up to manage and coordinate the event online. The meeting planner can tailor their POG to include their company logo, links to relevant websites and the conference agenda.

Delegates can visit the web page to book their accommodations, download the itinerary, check eBrochures, and keep themselves informed of any changes to the conference agenda.

One important benefit of the POG is the access to previously negotiated hotel rates for that event. Using the POG, delegates simply click to book a room within a negotiated block for that event, making it easier for them to take advantage of a locked rate.

Meeting planners can include a link to the POG on their signature line in all correspondence about the meeting. Planners can put the web page to work for them by enhancing the page with the newest buzz about the conference -- new speakers, off-site events, dinners, raffles, personal testimonies, etc.

Do you want to learn more about POGS? Send your questions to Rone Middler at rone.middler@hilton.com.

About Embassy Suites Boston Hotel - Logan Airport

Refreshing stays in the capital of New England start at the leader of Boston Airport hotels, the Embassy Suites Boston Hotel - Logan Airport. A convenient shuttle makes it easy to travel to the airport and subway terminal, and first-rate services like complimentary cooked-to-orders breakfasts, nightly Manager's Receptions, and in-room high-speed Internet access go well beyond other Boston hotels. Take advantage of our great location and check out the historic Boston attractions like the Freedom Walking Tour, and make it affordable with our exclusive Boston hotel deals. Make the rewarding choice in Boston today.

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