

CASE STUDY

Boundless Prospecting—Proactively Find Groups For Your Space



Knowland gives us the ability to prospect for groups well beyond my local area, many of which I would not have even prospected otherwise, nor would they have found us—but are a great fit—and happy to hear from us.

—LORRAINE HOUGHTON, SALES MANAGER

The Challenge

Since May of 2017, Lorraine Houghton, Sales Manager at the University of Louisville [Event and Conference Center at ShelbyHurst Campus](#) has been tasked with prospecting groups to fill the event space. Lorraine told us that she inherited many contacts which consisted of old paper files of past events and a database of leads that were outdated. On top of that, many inbound leads did not match what her facilities could offer.

To source new business, she resorted to cold calling from old lists, attended local networking events and hunted local businesses. To do her job efficiently, Lorraine needed a strong prospecting tool to produce more viable leads and increase business.

CONFERENCE CENTER PROFILE

Situated in the east end of Louisville, the University of Louisville Event and Conference Center at ShelbyHurst Campus has 13 rooms (totaling more than 16,000 square feet) of flexible, modern event space and facilities for as many as 500 guests. Its convenient location with easy access to the I-64 and I-265 corridors and access to over 300 hotel rooms within 1 mile makes it the ideal location for your next event.

The Strategy

Lorraine knew she needed a better way to identify and reach new business prospects. She learned about Knowland from a hotel colleague as the leading group data solution to pursue a proactive group sales strategy and expand her prospecting net. With Knowland onboarded, Lorraine could focus on events taking place in similar markets, like Nashville and Cincinnati, which she knew would be a good fit for her Conference Center based on their past behavior.

As Lorraine put it, "I had not heard of some of these groups sourced in Knowland, but I felt confident calling them because I could see from their actual history, they would consider booking with us." She was right; most of them were glad to hear from her and willing to add the center in their consideration set and many were open to site visits. To build her pipeline, she has created an auto-emailed Knowland report that alerts her on recent events and puts new groups on her radar.



The Results

"Knowland has made my job much easier in two important ways, because right from my office I know where to hunt beyond Louisville and, just as importantly, I know what to say to them once I engage, based on their history," says Lorraine. In the first year of subscription our ROI was 150%, now in our second year, revenue from Knowland sources is up over 300% so far. Lorraine said it best, "Knowland has made everyone at the center look great."

For 2019, they are well ahead of pace in terms of revenue. Recently she reached out to an account she found in Knowland that she strongly believed was a fit. She kept reaching out every few weeks, always trying something new – a technique she picked up on a Knowland customer training webcast. And eventually, after a site visit from the Account, the center is now a "preferred vendor" for the Account for all events in the east end of Louisville, where they are located. She says the Knowland Account history was crucial in helping her win the important account, which will serve them well into the future. Now, that's the Knowland Advantage!