

Fight Room-Block Piracy with New CIC Tools

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What are you doing to ward off room-block pirates? Educating participants and sending cease-and-desist letters to the offenders are the most common responses, but they aren't the only strategies to keep your official block safe, according to a new white paper by the Convention Industry Council, part of a just-released suite of pirate-fighting resources.

The tools were developed by the CIC's APEX Room Block Poaching Workgroup, co-chaired by MaryAnne Bobrow, CAE, CMP, CMM, CHE, Bobrow Associates Inc., and Michael Dominguez, MGM Resorts International. "We wanted to create a practical and usable toolbox that meeting professionals can use today to help combat the complex issue with a variety of practices," Dominguez said.

Among the resources in the toolkit is a white paper about a 2014 survey of 622 meeting professionals, 73 percent of whom had events targeted by pirates. The paper reports on how poachers are targeting groups—from misrepresenting themselves as an official rooming source, to selling fraudulent reservations in order to steal credit card information, to trademark infringement—and it also documents the effects of piracy on the host organization and strategies for responding.

The CIC's new toolkit also includes

- a guide to best practices for preventing and responding to piracy and poaching
- sample cease and desist letters
- sample messaging to exhibitors and sponsors
- sample newsletter alert
- a link to FAQs on trademark infringement published by the U.S. Patent and Trademark Office
- a list of state attorneys general, and more.

The comprehensive report is free and available at the [CIC Web site](#).

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