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Convention Industry Council Offers Resources on Room Block Piracy, Poaching

by Matt Alderton | January 29, 2015



To help meeting planners combat the growing problem of room block poaching and piracy -- the practice of actively recruiting or diverting event attendees away from official room blocks and into other hotel bookings -- the Convention Industry Council (CIC) has published a new toolkit containing resources on the topic, it announced yesterday.

Assembled by a special workgroup of CIC's Accepted Practices Exchange (APEX), the toolkit contains an overview of room block poaching and piracy; analyses of implications for stakeholders, including hotels, event planners, attendees, and exhibitors; a list of

state attorneys general; and tips and resources for managing the issue.

"When we first came together to approach this vexing issue, we did so with open minds and looking for new resolution to an age-old problem," said MaryAnne Bobrow of Bobrow Associates Inc., co-chair of the APEX Room Block Poaching Workgroup. "The volunteers who worked on this project ... contributed greatly to the work products being launched on the CIC website and offer new strategies for avoiding, coping with, and combatting piracy

and poaching. We take pride in the work accomplished to date and appreciate our peers who worked should-to-shoulder to help those in the meetings industry."

To access the toolkit, alongside which CIC also has published sample communications to/about pirates, visit the [APEX Room Block Poaching Workgroup's webpage](#).

For a recap of last week's top stories, check out *MeetingNews Minute*:



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