



## VIP Guest List

### MEETING & EVENT PLANNERS

*These business diners are usually found on your marketing and PR teams.*

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#### **Dining profile:**

These individuals arrange everything from your company's annual meeting to training events, customer appreciation events, conventions, seminars, holiday celebrations, annual company picnics, and more. Although dining options related to conventions are frequently tied to the events themselves, there are usually related dining opportunities that this group may need to arrange as well (i.e., nearby happy hour, private client dinners, dine-arounds, etc.). Event planners need dining options that can handle groups of varying sizes and have the capability to accommodate multiple dietary restrictions.

#### **How Dinova helps them:**

According to a 2017 GBTA/American Express Global Travel study, dining makes up 27% of the typical enterprise's meeting and event expense budget – and represents planners' largest category of spend overall, so Dinova definitely helps offset the cost of their events budget, while giving them good options.

#### **Anything else?**

As long as the bill is paid for with a company credit card, the transaction will be eligible for the Dinova rebate. Even if the coordinator is a third party, as long as a company credit card is covering the bill, it counts.