



## Nine Tips for Nixing No-Shows

*EMS Room Reservation Software and Web Calendar Systems  
Can Drive Higher Booking Follow-Through*

**No-show** (n.) 1. A person who reserves a space but neither uses it nor cancels the reservation.

More than just an annoyance for your scheduling and operations staff, no-shows can cost your organization in a number of ways, from lost revenue to unnecessary offsite rental fees to skewed utilization numbers and forecasts. While a few no-shows are probably inevitable, there are steps you can take to minimize them.

Below are some tips for encouraging reservation holders to use the space they've booked. Event volumes, billing practices, product-specific functionality and other factors affect which of these strategies would work best at your facility, but all are good food for thought.

- **Send a Confirmation** - Sometimes the most obvious solutions are the ones that get overlooked. Never assume that because you've talked to or exchanged emails with an event organizer that they consider the booking a "done deal." Email or fax them the Confirmation provided in EMS. And for extra reassurance, ask that the document be signed and returned.
- **Charge a "No-Show Fee"** - Better than a slap on the hand, a slap on the wallet tends to make a more memorable impression!
- **Collect a Non-Refundable Deposit** - If obtaining fees after an aborted event is impractical or impossible, begin collecting a non-refundable deposit before each event.
- **Charge Unused Rooms as Utilization** - In environments where no room rental fees change hands (most corporations, for example), charge no-show bookings to offending individuals or departments as "utilization" that must be accounted for.
- **Post Event Information Online** - Use online calendar postings to Virtual EMS or EMS Master Calendar as both a reminder and a way to generate subtle peer pressure on the organizer to conduct the event as planned.
- **Encourage Automatic Event Reminders** - Point out the "Remind Me" and "Add To Personal Calendar" options in Virtual EMS and EMS Master Calendar to event organizers and encourage them to use these helpful functions.
- **Email Additional Reminders** - Email reminders to the event organizer shortly before the event. A note from you one week and then one day before a booking ensures that the event will stay "on their radar."
- **Restrict Self-Service** - Suspend Virtual EMS self-service reservation capability for event organizers who are habitual no-shows, requiring them instead to work with your reservations office.
- **Provide Incentives** - Give event organizers an incentive – priority on room selection, for example – for keeping no-shows off their records.

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