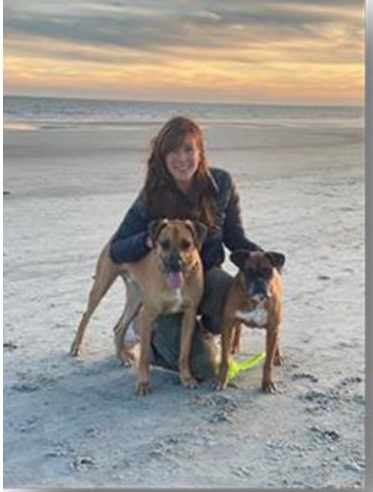




**The Hyatt Handbook to Success!**

BE MORE  
*Together*

# MEET THE HYATT SALES FORCE (HSF) HELMSBRISCOE TEAM



**Amanda Butz, Global Director**

[Amanda.Butz@hyatt.com](mailto:Amanda.Butz@hyatt.com)

415-710-9658

**HB Associates: East Coast, Mountain West, Mexico, Caribbean**

- Lives outside Savannah, GA
- Born & Raised: Army brat, calls DC & NOLA home
- Loves the beach, pickleball, music and laughing
- Favorite Hyatt: Grand Hyatt Kauai



**Rachel Clark, Global Director**

[Rachel.Clark@hyatt.com](mailto:Rachel.Clark@hyatt.com)

703-994-5739

**HB Associates: Central, West Coast, Canada**

- Lives in Atlanta, GA
- Born & Raised: Northern VA
- Loves trying new restaurants, live music, wine, traveling
- Favorite Hyatt: Park Hyatt St. Kitts



**Julie Whitted, Director of Group Sales – Hyatt Inclusive Collection**

[Julie.Whitted@hyatt.com](mailto:Julie.Whitted@hyatt.com)

612-597-8879

**Adults only:** Zoetry, Secrets, Impression by Secrets, Breathless, Hyatt Vivid, Hyatt Zilara

**All Ages:** Dreams, Sunscape, Alua, Hyatt Ziva

- Lives Minneapolis, MN
- Born & Raised: Minnesota
- Loves hiking, being outdoors, and the beach
- Favorite Hyatt: Any Hyatt Inclusive Collection



**Jermaine Shakes, Global Director**

[Jermaine.Shakes@hyatt.com](mailto:Jermaine.Shakes@hyatt.com)

305-794-3217

**Hyatt Place/Hyatt House Specialist**

- Lives in Miami, Florida
- Born & Raised: Queens, New York
- Loves traveling, watching sports and exploring new cuisines
- Favorite Hyatt: Hyatt Regency Cartagena



**Tiffany Taddio, Sales Coordinator**

[Tiffany.Taddio@hyatt.com](mailto:Tiffany.Taddio@hyatt.com)

- Lives in Colts Neck, NJ
- Born & Raised: New Jersey
- Loves spending time outdoors with her dog and traveling
- Favorite Hyatt: Grand Hyatt Baha Mar



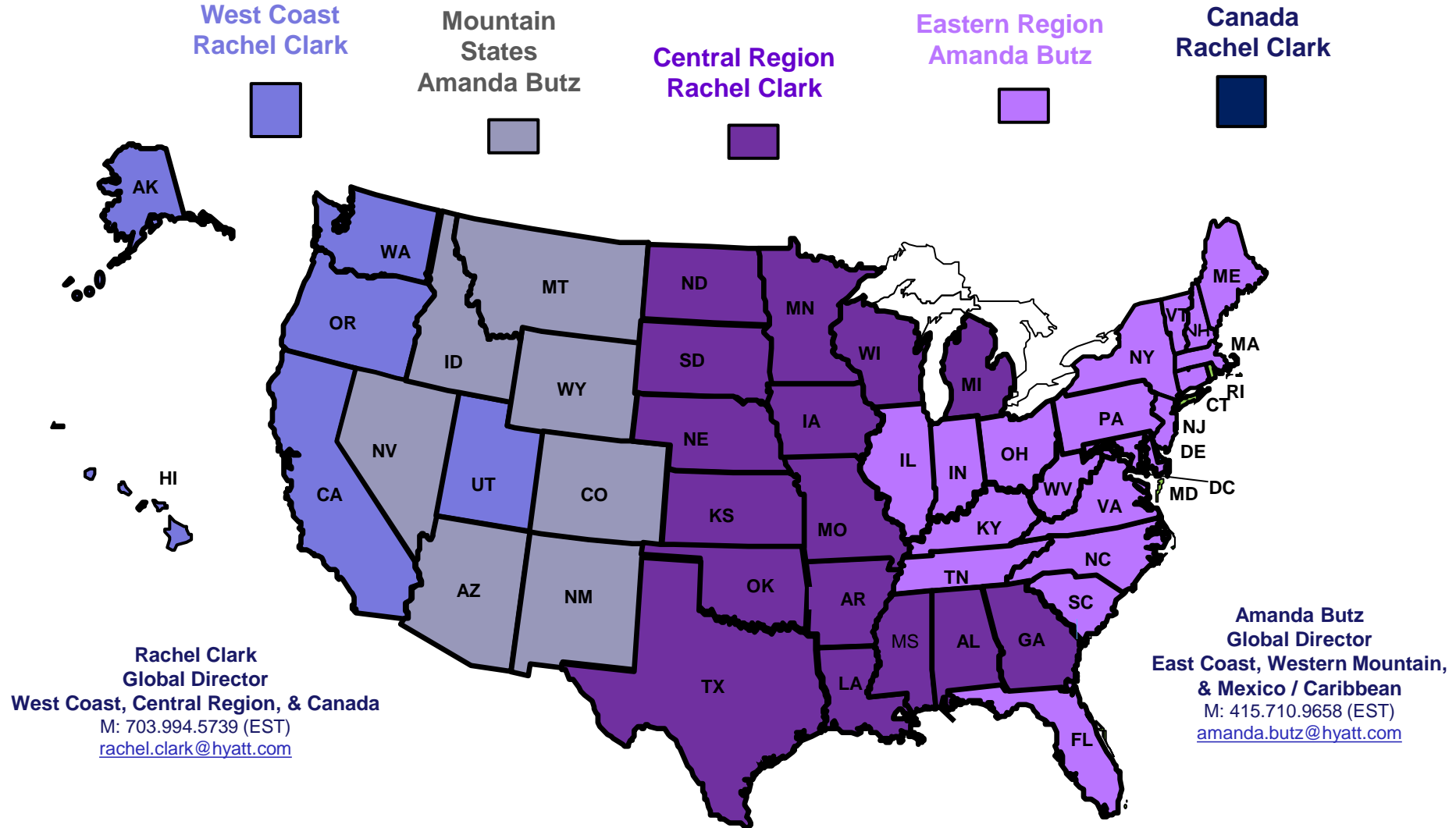
**Amy Rentz, Sales Coordinator**

[Amy.Rentz1@hyatt.com](mailto:Amy.Rentz1@hyatt.com)

- Lives in San Diego
- Born & Raised: Southern California
- Loves grandbabies, beach, yoga and traveling
- Favorite Hyatt: The Cape, a Thompson Hotel in Cabo

# HelmsBriscoe - Hyatt Hotels Global Sales Deployment

Associate location - US / CANADA / Mexico



**Rachel Clark**  
Global Director  
West Coast, Central Region, & Canada  
M: 703.994.5739 (EST)  
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**Amanda Butz**  
Global Director  
East Coast, Western Mountain,  
& Mexico / Caribbean  
M: 415.710.9658 (EST)  
[amanda.butz@hyatt.com](mailto:amanda.butz@hyatt.com)

## Specialists:

Julie Whitted – Hyatt Inclusive Collection  
Jermaine Shakes – Hyatt House/Hyatt Place

# FAQS WHEN WORKING WITH YOUR HYATT HOTELS NSO

## When should I be sure to loop in Amanda or Rachel?

- **Contract requests or contract closing**
- **Site visit, FAMs, anytime you stay at a Hyatt Hotel**
- Assist overcoming obstacles: closing business, commissions, or reaching hotels
- Brand education or hotel recommendations
- Team or client presentations
- Feedback on tools needed to book more Hyatt Hotels!
- **Share Success stories!**



## Who is my default NSO in Cvent?

Amanda Butz & Rachel Clark (keep both cc'd on Cvent RFPs)

**Who do I copy on Hyatt Inclusive Collection RFPs? (formerly AMR Collection)** Julie Whitted –  
Julie.Whitted@hyatt.com

## Should I copy Amanda and Rachel on everything?

Not necessary

**Where can I easily find Hyatt tools like World of Hyatt info and Deployment maps?**

**[www.HBHyUpdates.com](http://www.HBHyUpdates.com)**





**Julie Whitted**  
Hyatt Inclusive  
Collection  
M: 612.597.8879  
[julie.whitted@hyatt.com](mailto:julie.whitted@hyatt.com)

## INTERNATIONAL TEAM



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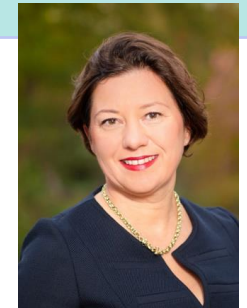
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[diane.hue@hyatt.com](mailto:diane.hue@hyatt.com)



## WHY HYATT?

- All Hyatt Hotels offer 10% commission (exception: 7% for rooms only citywide overflow)
- Hyatt pays 50% advanced commission within 24 months of arrival (capped at \$15,000) excluding non-operational hotels
- Multiple meeting and multi-year promotions to save your customers money
- Email updates via “HyBites” to keep you educated on Hyatt Hotels
- Alliances to help you build multi-year deals: Convention, Resort and Mid-Size Convention Market Alliances
- Exclusive HelmsBriscoe resource website: [www.hbyupdates.com](http://www.hbyupdates.com)





# HOW TO EARN WORLD OF HYATT PLANNER POINTS

## HB | HELMSBRISCOE

### Step 1: Request World of Hyatt points in RFP Phase

- **Prior written agreement to award World of Hyatt points to Client and / or HB is required**  
(Easy option – add HB Loyalty Points as Cvent RFP question)

### Step 2: Document Client's Points in Group Sales Agreement

### Step 3: Document HB Points

- Include in Group Sales Agreement concessions (easiest)
- OR: If HB Points have been agreed to by Hotel, send World of Hyatt Points Reward Request Form to Hotel with signed contract
- Ask Hotel to sign points form and return to HB Associate for your records. Hotel keeps copy of their documentation.

### Step 4: Follow up with Hotel at conclusion of event to award points

- For faster processing, send reminder to Hotel to award points (include your signed points form, your name & WOH Number and client's name & WOH number). This is a manual process so this helps.

Form found on [www.HBHyUpdates.com](http://www.HBHyUpdates.com) or HB Intranet

- \*\*Hotel discretion to award points – points not awarded by corporate office**
- \*\*HB receives standard points of up to 50,000 unless explicitly agreed by hotel – points are not “matched”**
- \*\*Minimum of 10 rooms on peak night required**
- \*\*HB Associates are not eligible to receive TQN / milestone rewards**
- \*\*Points may not be awarded until payment of master account is received**
- \*\*Visit [www.worldofhyatt.com](http://www.worldofhyatt.com) for full terms and conditions on qualified meetings and eligible rates**
- \*\*Points are found in your account by the DATE OF THE MEETING – not the date awarded**

**World of Hyatt Point Rewards Request Form:**  
**HelmsBriscoe**

**Submission Instructions:** HelmsBriscoe Associate should complete all requested information in the fields below (please type all responses; do not hand-write) to receive World of Hyatt points. Send the completed form along with a copy of the fully executed contract to your hotel sales contact at the time the contract is signed. HelmsBriscoe must be listed as a third party in the contract and only the HelmsBriscoe Associate(s) listed below will receive the World of Hyatt points in connection with such contract.

Event Information	
Property Name:	Total # Contracted Rooms:
Event Name:	Room Rate/F&B Commitment:
Event Start Date:	Event End Date:
Hotel Sales Contact:	Contract Signature Date:
Comments:	

HelmsBriscoe Associate Information				
FIRST NAME	LAST NAME	WORLD OF HYATT ACCOUNT NUMBER	EMAIL ADDRESS	PHONE NUMBER

**Keep in Mind:**

- Events with at least ten (10) rooms per night on peak must be booked within the group block in order to qualify.
- There is a maximum of 50,000 World of Hyatt bonus points per contract, unless otherwise negotiated by the Hotel.
  - World of Hyatt points will be credited by the Hotel at completion of event.
- This form must be submitted with a copy of the fully executed contract no later than thirty (30) days after the contract's signature date in order to qualify. If for any reason this form is not submitted with the appropriate documentation or within the time allotted, World of Hyatt points may not be awarded.
- Point awarding is subject to the property's process and approval, which may include additional terms, requirements, or restrictions.

All points and rewards are subject to WOH program terms, including expiration  
<https://help.hyatt.com/en/hyatt-terms/world-of-hyatt-terms.html>

Hyatt Corporation reserves the right to alter or withdraw this offer at any time for any reason, with or without notice.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Hotel Name: \_\_\_\_\_

WORLD  
OF  
HYATT



PREFERRED PLACEMENT FEE / COMMISSION CLAUSE based on Partner Agreement:

HelmsBriscoe is being compensated for its services with a \_\_\_ % Placement Fee by the hotel on consumed room revenue. The Hotel confirms the rates offered have not been increased to offset this Placement Fee being paid to HelmsBriscoe. Consumed room revenue includes qualified rooms booked by a referred Group/attendee outside the block, regardless of rate, as long as the room has not been commissioned to another entity.

The hotel further agrees that the placement fee for the booking of this meeting is non-transferable to any other party. HelmsBriscoe is acting with the full consent of the client

*Qualified group is 10 or more rooms on peak night*

International and All-inclusive hotels

*Where payment of such commission is customary and standard for the relevant market, Partner Hotel may agree to also compensate HB at the usual and customary market percentage, which may vary, on pre-contracted F&B and ancillary services.*





## HOW TO GET BETTER CVENT BIDS AND FASTER RESPONSES

HELP YOUR SALES MANAGER SELL YOUR IMPORTANT RFP AT DAILY BUSINESS REVIEW:

- **Include full Group/Organization name and contract signature location for quick hotel sales mgr assignment**
- Include F&B History or potential spend
- Provide History (Past Hotel Names and/or per night or total RN pick-up)
- Ensure room block pattern and meeting space are accurate
- Outline date or day of week flexibility
- Include rate guidelines if deal breaker
- Share notes in comment section on decision time frame/process – help hotels prioritize responses
- Send timely updates, declines or awarded business notices
- **Awarded or declined – Please include hotel selected and why** (rate, space, location, etc.)



# YOU ARE AN EXPERT

## TIPS & TRENDS TO EDUCATE YOUR CLIENT

### Sales Process

- Set clear deadlines with clients
- Advise 1<sup>st</sup> Option hold time is much shorter
- Push for quick site visits to ensure clients do not lose dates
- Use standard Hyatt contract language to close business faster

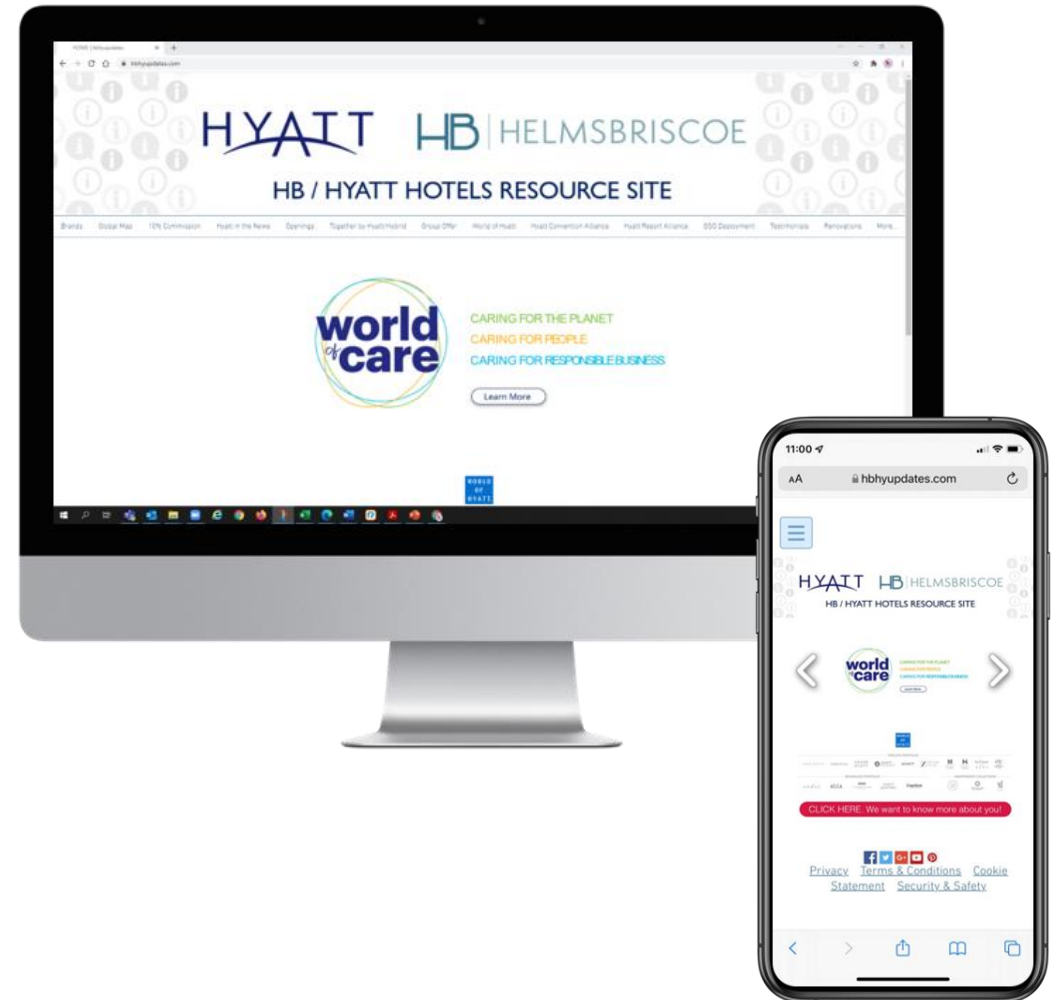
### Event Planning

- Select chef's suggested hotel menus to take advantage of local and sustainable items and limited supply chain issues
- Expect combined or clustered roles, even EPM (event planning manager)
- Plan for F&B Guarantees to be 7 days
- Embrace technology – Use Hyatt's Planner Portal to check room block pick-up, upload rooming lists, etc.
- Plan Early - staffing levels could mean last minute changes will be challenging
- Overcommunicate – send detailed Know Before You Go with hotel and city details
- Communication and transparency from all is key to success!



**BOOKMARK THIS PAGE! - [www.HBHyupdates.com](http://www.HBHyupdates.com)**

- No password needed
- Commission Details
- Link to New Hotel openings at [www.hyupdates.com](http://www.hyupdates.com)
- **World of Hyatt information - HB World of Hyatt points confirmation** and customer service contact information
- Incentive announcements
- Important Hyatt corporate messaging
- Guide to Hyatt brands
- Links to Hyatt In the News
- Links to Together by Hyatt Event Resources
- GSO Deployment
- Renovation Highlights
- **HB Associate Profile Survey - enter your information so we can know you better!**





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# HYATT RESORT ALLIANCE

BE  
MORE  
HERE

GRAND HYATT DEER VALLEY – OPENING NOVEMBER 2024

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# HYATT RESORT ALLIANCE



**1 Grand Hyatt Baha Mar**  
Guestrooms: 1,800

**2 Hyatt Regency Maui Resort & Spa**  
Guestrooms: 810

**3 Hyatt Regency Grand Cypress Resort**  
Guestrooms: 779

**4 Grand Hyatt Kauai Resort & Spa**  
Guestrooms: 605

**5 Wild Dunes Resort**  
*A Destination by Hyatt hotel*  
Guestrooms: 583

**6 Hyatt Regency Grand Reserve Puerto Rico**  
Guestrooms: 579

**7 Grand Hyatt Indian Wells Resort & Villas**  
Guestrooms: 531

**8 Hyatt Regency Hill Country Resort & Spa**  
Guestrooms: 522

**9 Hyatt Regency Huntington Beach Resort & Spa**  
Guestrooms: 519

**10 Grand Hyatt Scottsdale Resort**  
Guestrooms: 496

**11 Hyatt Regency Lost Pines Resort & Spa**  
Guestrooms: 490

**12 Hyatt Regency Coconut Point Resort & Spa**  
Guestrooms: 434

**13 Hyatt Regency Lake Tahoe Resort, Spa & Casino**  
Guestrooms: 422

**14 Everline Resort & Spa, Lake Tahoe**  
*A Destination by Hyatt hotel*  
Guestrooms: 405

**15 Hyatt Regency Chesapeake Bay Golf Resort, Spa & Marina**  
Guestrooms: 400

**16 The Seabird Ocean Resort & Spa**  
Guestrooms: 387

**17 Grand Hyatt Grand Cayman Resort & Spa**  
Guestrooms: 382

**18 Grand Hyatt Deer Valley**  
Guestrooms: 381

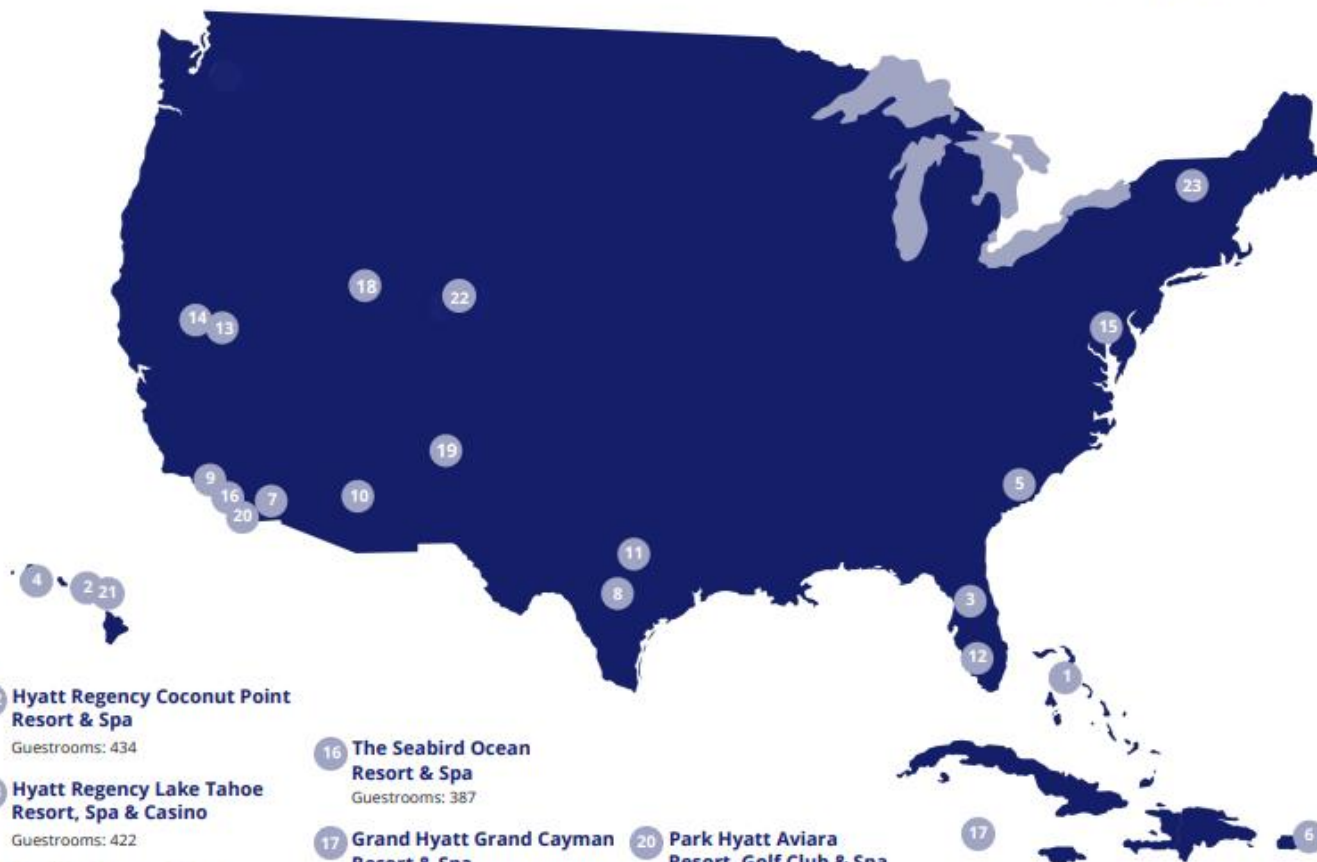
**19 Hyatt Regency Tamaya Resort & Spa**  
Guestrooms: 350

**20 Park Hyatt Aviara Resort, Golf Club & Spa**  
Guestrooms: 327

**21 Andaz Maui at Wailea Resort**  
Guestrooms: 320

**22 Grand Hyatt Vail**  
Guestrooms: 285

**23 The Lodge at Spruce Peak**  
*A Destination by Hyatt hotel*  
Guestrooms: 250



PARK HYATT®

GRAND  
HYATT



HYATT  
REGENCY™

ANDAZ™



DESTINATION  
BY HYATT



BY HYATT®

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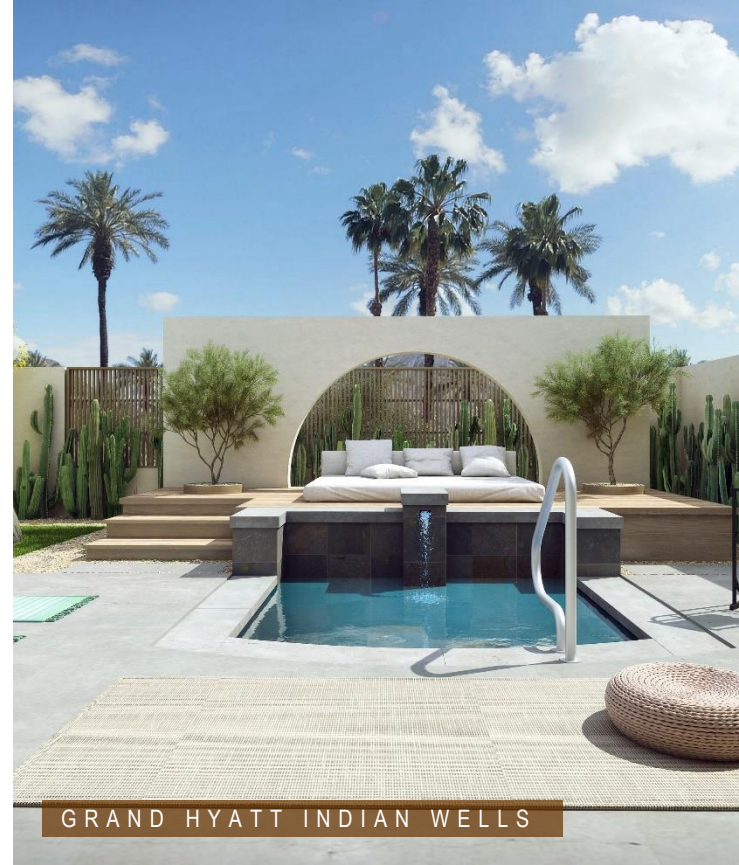
HYATT RESORT ALLIANCE



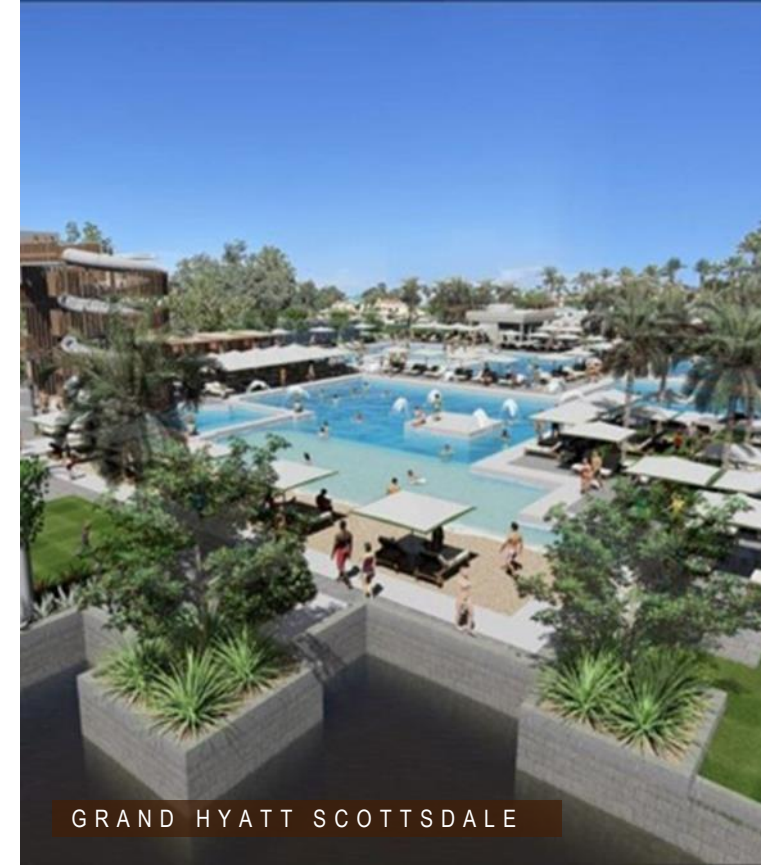
## RESORT ALLIANCE KEY OPENINGS & REBRANDS



Opened November 2024  
387 Guest Rooms / 38,900 Sq. Ft.



Rebrand September 2024  
\$70M Renovation  
Guest Rooms & Villas, Lobby, Meeting  
Space, All F&B Venues and Waterpark



Rebrand November 2024  
\$110M Renovation  
Guest Rooms, Pools, Spa, Lobby,  
All F&B Venues and Expansion of Arizona  
Ballroom to 22,000 Sq. Ft.



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CONVENTION  
ALLIANCE

BE  
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HYATT REGENCY ORLANDO

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**HYATT®**  
**HYATT CONVENTION  
ALLIANCE**



**SEATTLE**

HYATT REGENCY SEATTLE



**LAS VEGAS**

RIO LAS VEGAS



**SAN DIEGO**

GRAND HYATT SAN DIEGO



**DENVER**

HYATT REGENCY DENVER



**CHICAGO**

HYATT REGENCY CHICAGO  
HYATT REGENCY O'HARE CHICAGO



**DALLAS**

HYATT REGENCY DALLAS



**ATLANTA**

HYATT REGENCY ATLANTA



**SAN ANTONIO**

GRAND HYATT SAN ANTONIO



**NEW ORLEANS**

HYATT REGENCY NEW ORLEANS



**ORLANDO**

HYATT REGENCY ORLANDO

11 iconic HOTELS

10 vibrant LOCATIONS



# HOTEL NEWS



## RIO LAS VEGAS

HCA's newest hotel joined the alliance in 2025! Destination by Hyatt hotel. 2,520 rooms, 220K sq. ft. of meeting space. Located on the center of the LV strip



## HYATT REGENCY NEW ORLEANS

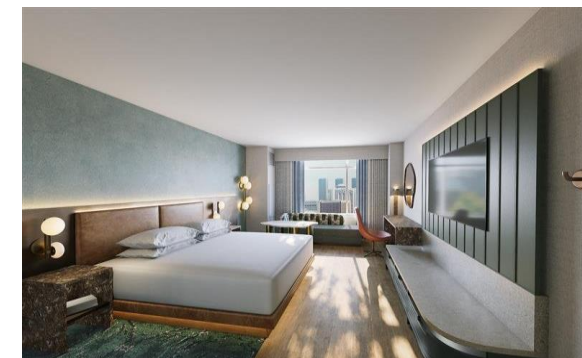
Planned guestroom renovation on the horizon and the addition of a new restaurant scheduled to open in Q1 2025.



## HYATT REGENCY CHICAGO

Coming off \$150M guestroom and ballroom renovation.

Planned renovations for Grand Ballroom beginning in Q4 2025.



## HYATT REGENCY DENVER

- Complete guestroom renovation starting this year.
- Denver's 16<sup>th</sup> St. Mall undergoing stunning transformation



## GRAND HYATT SAN DIEGO

\$250M dollar multi-phase hotel transformation over the next two years to include guest rooms, meeting space and outlets



## HYATT REGENCY SEATTLE

- First/only LEED Gold Certified Seattle Hotel
- Working on obtaining a neurodiversity in travel certification – will include support kits at the front desk and quiet areas in hotel.



## HYATT REGENCY ORLANDO

- Regency Club and B-line Diner transformations underway
- Planned guestroom renovation scheduled for 2026, along with reimagined outdoor event spaces/terraces.



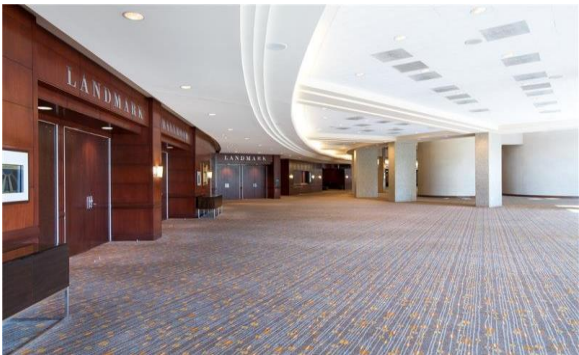
## HYATT REGENCY ATLANTA

- Invested more than \$30M to update its meeting space, guestrooms, suites and public areas – with more to come!
- [Click here for new meeting room images](#)



GRAND HYATT SAN ANTONIO

Lobby renovation underway to include spaces to sit back and plug in, new outlets (updated market, addition of a lobby lounge and restaurant).



HYATT REGENCY DALLAS

Underwent facelift to brighten up public areas and refreshed onsite restaurant, Parrino's. Upcoming meeting space refresh Summer 2026



HYATT REGENCY O'HARE CHICAGO

100% of hotel's electricity is matched with REC's and taking steps to reduce carbon in meetings & events



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# HYATT MID-SIZE CONVENTION ALLIANCE

BE  
MORE  
HERE

GRAND HYATT NASHVILLE

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# HYATT MID-SIZE CONVENTION ALLIANCE



The Hyatt Mid-Size Convention Alliance (MSCA) is a specialized collection of premier hotels located throughout the country. Our hotels offer a similar meeting and event footprint, with the focus of hosting all your needs under one roof.

Our dedicated team of meeting professionals are here to assist you in creating and executing a successful, innovative and memorable event from start to finish, and easily rotating across the united states within our key alliance hotels.



## EAST COAST

- Hyatt Regency Capitol Hill
- Hyatt Regency Crystal City
- Hyatt Regency Baltimore
- Hyatt Regency Jacksonville Riverfront
- Grand Hyatt Nashville
- Grand Hyatt Washington

## CENTRAL

- Hyatt Regency DFW
- Hyatt Regency Houston
- Hyatt Regency Milwaukee
- Hyatt Regency Minneapolis
- Hyatt Regency San Antonio
- Hyatt Regency Columbus
- Hyatt Regency St. Louis at the Arch

## WEST COAST

- Hyatt Regency Bellevue
- Hyatt Regency Phoenix
- Hyatt Regency Portland
- Hyatt Regency Salt Lake City





An aerial night view of a city with a rooftop garden. The garden features several conical structures, trees, and a person walking. The city lights are visible in the background.

# HYATT BRANDS



# We are evolving our brand architecture to better reflect our focus and differentiation – with five distinct portfolios.

## Luxury



PARK HYATT®

Alila

M/RAVAL

IMPRESSION  
BY SECRETS



## Lifestyle



ANdAZ

THOMPSON  
HOTELS

The Standard



DREAM  
HOTELS

BUNKHOUSE  
HOTELS

breathless  
RESORTS & SPAS®



BY HYATT®

me and all hotels

## Inclusive



ZOETRY  
WELLNESS & SPA RESORTS

HYATT ZILARA®

HYATT ZIVA®

DREAMS  
Resorts & Spas

SECRETS  
Resorts & Spas

HYATT  
vivid  
HOTELS & RESORTS

SUNSCAPE  
RESORTS & SPAS

ALUA  
HOTELS & RESORTS

## Classics



GRAND  
HYATT®

HYATT REGENCY®

DESTINATION  
BY HYATT®

HYATT  
CENTRIC®

HYATT®

HYATT  
VACATION  
CLUB

## Essentials



HYATT  
PLACE

HYATT  
house®

HYATT  
studios

Caption®  
BY HYATT

UrCove  
— by HYATT —  
逸摩酒店





## INCLUSIVE

Offering all-inclusive getaways designed for when every moment is worth celebrating. The unlimited experiences, endless hospitality and thoughtful touches are designed to exceed every expectation and turn travel moments into lifetime memories.



# TOGETHER BY HYATT



WORLD  
OF  
HYATT



# THE BENEFITS OF TOGETHER BY HYATT



## MORE

### *Cared For*

We know how critical your job is, and want you to feel supported through every phase of your event. Which is why we go above and beyond to ensure your job has never been easier.

Our team has extensive experience operating and planning events. They will be able to anticipate your needs, provide suggestions to enhance the overall experience, and help you feel empowered — from first point of contact to post-event.

## MORE

### *Efficient*

The technology tools we offer are truly unmatched, saving you time and helping to create flawless experiences for your attendees.

With everything from collaborative diagramming to our best-in-class planner portal — you will have access to tools that will create efficiencies in all phases of your event and help you work more seamlessly.

## MORE

### *Impactful*

You care about the future, and so do we. So, you can be sure we'll be there working hand-in-hand with you to fulfill your sustainability goals.

It's why our food is as thoughtfully sourced as it is carefully served. And our sustainability fact sheets show all the ways working with us makes a difference — from science-based carbon reduction to ongoing climate sustainability goals.

## MORE

### *Intentional*

From like-minded collaborations with MasterClass and Headspace, to thoughtfully chosen immersive experiences, we're here to meet you wherever you are on your wellbeing journey — so you and your guests can ultimately be more present and engaged.



**WE WANT TO GET TO KNOW YOU**

What brings you joy?  
CLICK HERE:

[HelmsBriscoe Associate Questionnaire](#)







BE MORE

*Together*