Levelling up its AMS will help this industry association grow

The Hotel Association of Canada supports the hotel and lodging industry, bringing legislative solutions to industry challenges and enabling this critical sector to thrive.

Problem

- The Hotel Association of Canada (HAC) has a complex membership and stakeholder structure of hotel companies, independent and branded hotels, affiliates, sponsors, strategic partners, and provincial associations.
- With only a homegrown database, tracking contacts and information in spreadsheets was time-consuming and inefficient.
- A timely grant provided financial support but created a very tight timeline for this small, busy team to manage the complex, high-stakes task of selecting an association management software (AMS) vendor.

Business requirements
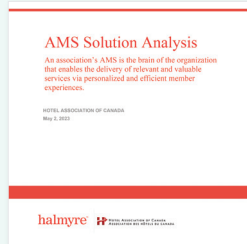

Request for proposal

Approach

Halmyre led HAC through a disciplined, objective, and unbiased AMS selection process. To do this, Halmyre:

- Interviewed key staff to understand their barriers and pain points;
- Created a detailed business requirements document (BRD), validated with the HAC team;
- Developed a request for proposals (RFP) document based on the BRD;
- Drew on deep experience with AMS providers to identify a short-list of five vendors;
- Managed the RFP process;
- Created a detailed "apples to apples" comparison of vendor offerings;
- Calculated implementation, first-year, and five-year cost of ownership to guide vendor review; and
- Organized vendor interviews and facilitated — but did not make – the final vendor selection.
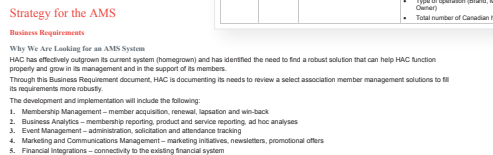
Outcome

- Confident client selection of a vendor and AMS product based on neutral data and requirements.
- Assurance that the AMS selected met HAC's unique requirements and would solve the problems experienced by staff.
- An efficient RFP process that relieved HAC staff of the most time-consuming work, and enabled them to make the final selection within the required timeframe.

"Halmyre's role as an intermediary between our association and the AMS vendors ensured that we looked beyond the sales pitch to truly understand what we were buying and how it will meet our needs."

— ANDREA MYERS, CAE
Director, Programs & Membership
Hotel Association of Canada

Analysis of options

halmyre™
spark growth