



MEETINGS MADE  
**EXTRAORDINARY**

*MEET ALEXANDRIA GROUP SALES*

*Your Partners at Your Service*

EXTRAORDINARY



**Lorraine Lloyd**  
**Sr. VP Sales**

Executive Committee & Sales Team  
Leader  
Marketing & Budgeting  
International Tour & Travel  
Board Reporting



**Carla Bascopé – Hebble**  
**Destination Sales Manager**

**Specialty:** Association | Corporate  
(East Coast | Southeast |  
Washington DC A- M)  
**Membership Affiliation:** PCMA



**Robin Roane, CTE, HMCC, CMP**  
**Senior Sales Manager**

**Specialty:** Association | Corporate,  
(Midwest-West Coast | | Washington  
DC N - Z)  
**Membership Affiliation:** MPI  
Potomac Chapter  
**Project Lead:** HB Valued Partner  
Program | Events Industry Council

**Vacant**  
**Destination Sales Manager**

**Specialty:** Government | LGBT  
SMERF | Tour & Travel |  
International  
**Membership Affiliations:**  
AMPS | SGMP  
**Project Lead:** Wine & Wisdom  
Wednesday

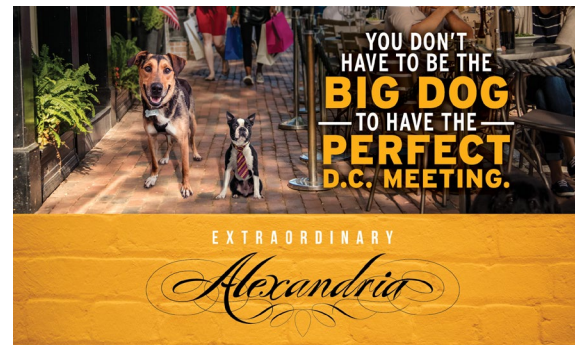


# Alexandria, Ideal for Executive to Mid-size Meetings

#1 BEST VALUE U.S.  
TRAVEL DESTINATION  
2018 *MONEY* magazine



Top 5 Best Small City  
in the U.S.  
Condé Nast Traveler  
Readers' Choice Awards  
2018



Get out of the hustle & bustle of big downtowns. In Alexandria, small to mid-size meetings are always a big deal!



# CONVENIENT CAPITAL LOCATION

Within eyesight of Washington, D.C. & National Harbor

Minutes to Reagan National Airport

Accessible & Affordable

3 Airports/Lift & Carriers

4 Metro Stops

AMTRAK & VRE

Water Taxi to DC

Meeting Deals & Discounts

ALX Extra Perks

15% Discount on Attractions/Services

Transportation



# PREMIER HOTELS & UNIQUE VENUES



- Walking distance to restaurants, shops & waterfront
- Metro access or shuttle to airport or Metro







## Things to Do

A walkable mile recognized as one of the “Great Streets” of America with over 200 restaurants, boutiques, art galleries and intimate museums. Unique and plentiful off-site activities for groups or on own.

### Top 10 Reasons to Choose Alexandria

# Visit Alexandria Planner Services

- Restaurants & Dine-arounds
- Off property events, tours & activities
- Team Building & CSR Activities
- Transportation & Vendor Recommendations
- Attraction & Services Discounts  
(Extraordinary Meeting Partners)
- Maps & Visitors Guide
- Tailored Site Inspections/Virtual Tours
- Official Welcome letters
- Extraordinary You Benefits





# Planner Promotional Tools

- Promotional Videos & Virtual Reality Experience
- Custom-tailored Social Media Posts through Visit Alexandria
- Image Gallery
- Digital Visitor Guide
- Print Brochures, Guides & Maps
- Custom Welcome Webpage
- Attendee Free Time
- Stay an Extra Day



## **Attendee Free Time**

If you have an hour or two or stay a day late, there is plenty to do in Old Town and around the region.

[Learn More >](#)



# Selling Tools For You To Use

- [Videos](#)
- [Image Gallery](#)
- [Informational PDFs](#)
- [ALX EXTRA PERKS](#) (participating hotels)
- Full-service Visit Alex sales team
- Keep in the “Know” & *follow us at:*



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GET CONNECTED with Sales Team on LinkedIn

## Complimentary Services

Let us do all the work for you. We'll connect you with the perfect Destination Expert at [Visit Alexandria](#) and elevate every step of your meeting experience with Alexandria's [Meetings Made Extraordinary Assistance Program](#). They will find the **perfect restaurant**, create **custom-tailored networking** and **teambuilding events and memorable after-hour activities**, **help generate buzz** and excitement with **social media and digital marketing tools**, and **save you money** with [exclusive partner discounts](#), all at no cost to you. [Click here](#) to learn more.

## Build Attendance - Stay Another Day

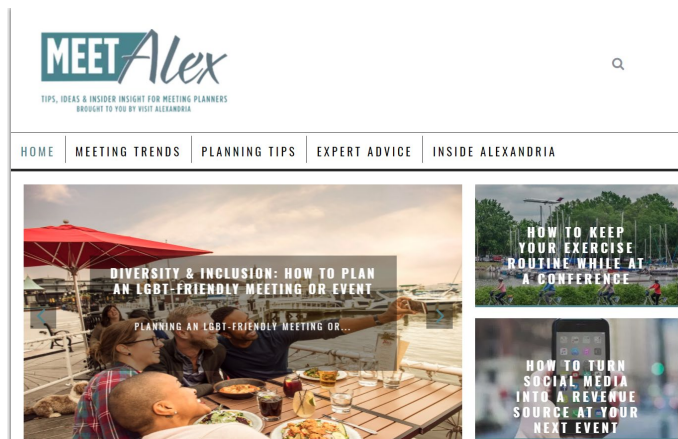
Come early or stay late to discover Old Town Alexandria and Washington, D.C. Today's conference attendees are increasingly extending their travel dates to explore sought-after destinations without making an extra trip.

Named a [Top 5 Best Small City in the U.S. 2018](#) by the Condé Nast Traveler Readers' Choice Awards, there's so much to do and see in and around Alexandria. Take a day or two and explore historic Old Town Alexandria's King Street, a mile-long of **boutiques, restaurants, museums** and **galleries** recognized as one of **"America's Great Streets"** or head down to the waterfront and hop on a **water taxi to D.C.** Venture out to nearby attractions such as **George Washington's Mount Vernon, MGM National Harbor** or **D.C.'s wine country**. Beer lovers can tour **Port City Brewing Company**, the 2015 Best Small Brewery in the U.S. and enjoy their award-winning brews on site or at one of Alexandria's many restaurants and pubs. Share our [Extend-Your-Stay](#) itinerary Ideas with your attendees and watch your attendance grow.



# Working Together – Partners!

- Meetings Made Extraordinary Program  
*Extraordinary Site Inspections & Extraordinary You!*
- [Tradeshows](#) | [Joint Sales Calls](#)  
[Client Events](#) | [Sponsorships](#)
- [MeetAlexandriaVA](#) listings
- Follow [MeetAlex](#) blog



# FY2020 Meeting Initiatives

Contact Us to Learn More

- The Leadership Collection at Alexandria
- ALXNetWorks & CVB Reps partnerships
- Monthly WWW *Speed* Fams
- Quarterly Feeder Cities Sales Missions
- 2020 Alexandria Wedding Showcase (tentative)
- Cvent Advertising & Procedures
- EIC Educational Webinars
- M & C Marketing and Advertising

