Partnership Workshop

Convention & Meetings Schedule

May 17, 2022
Q&A

Please post questions in the Q&A box on the bottom of your Zoom webinar screen.
Who is VISIT DENVER?

- Contracted by the City & County of Denver to market Denver as a destination for meetings/conventions & tourists
- Nearly 1,300 partners strong
- Mix of public funding (Lodger’s Tax) and private dollars (partnership dues, advertising, partnerships)
What We Do

Market Denver
- Meeting Planners
- Travel Planners
- Tour Operators
- Leisure Travelers
- Travel Writers
- Partners

Sell Denver
- http://www.denver.org/tourism-pays/

Service Visitors
Convention Marketing

1 Goal
Choose Denver

2 Target
Corporate and association city-wide conventions (Colorado Convention Center users) and single hotel meetings

3 Pillars
Accessibility, affordability, world-class facilities, safety and green and many more!
COLORADO CONVENTION CENTER

700 14th St., Denver, CO 80202
(303) 228-8099

Free VISIT DENVER Partner Benefit!
Contact: Lauren Huffer
Email: Lhuffer@visitdenver.com
Partner Extranet

Extranet Login Link

https://denver.extranet.simpleviewcrm.com/login/#/login
Partner Extranet

Click on “Reports”
Partner Extranet

After selecting Reports, you can view Convention and Meetings Schedule and the Convention Schedule.

Reports

Convention ALERTSI
- Colorado Crossroads Convention Alert
- NASCC Convention Alert
- SAGES Convention Alert
- Outdoor Retailer Snow Show Convention Alert
- RMDC Convention Alert

Convention Schedule
- Convention & Meetings Schedule
  - Lists all definite meetings by arrival date range for a two year period.
- Convention Schedule
  - Shows upcoming meeting and convention by month for a one year period.
Convention & Meetings Schedule vs. Convention Schedule

C&M Schedule

1. Extranet Only
   List of conventions and meetings that are booked for Denver over the next two years.

2. Details
   Details – dates, hotel(s), attendance, peak rooms, VISIT DENVER contacts, meeting location, hotel information and meeting planner’s contact information.

   Available to President’s, Chairman’s or Dining Partners

Convention Schedule

1. Online
   List of conventions and meetings that are booked for Denver over the next two years.

2. Details
   Details – dates, attendance and hotel(s).

   DOES NOT LIST meeting planner’s contact information.

   Available to all Partners
4 Things to Remember

1. Do your Research
2. Timing is everything
3. Differentiate yourself
4. Personalize it
Do Your Research

- Read the entire listing carefully
- Study the group you are targeting
- Note the contact person’s title
- Look at the name of the association
- Review where the group’s HQ is located
- Consider the site of the meeting
- Analyze the size of the gathering
Timing

- As a very general rule of thumb, contact planners 8-11 months in advance of their Denver meeting but every meeting is DIFFERENT!

- Is the meeting an annual meeting?

- Regularly check C&M Schedule for meetings with short lead time!
Be Different

- Grab their attention
- Offer a personal discount
- Include references
- Include visuals/website
- Easy to respond
Personalization

01. Address the meeting planner
02. Include your contact information
03. Mention Denver and/or the meeting name
04. Proof it!
05. Brand Loyalty
06. Simplify!
Questions to Ask Yourself

1. **Redundancy**
   Do I see my service already provided or listed?

2. **Benefit**
   How would the client benefit from my service?

3. **Value**
   What value can my service bring to this meeting?

4. **Timing**
   Do you have enough time to properly execute your service?

Am I the right fit for this group?
Convention & Meeting Schedule

1. A great tool when used effectively
2. Check schedules for new conventions
3. Research! Research! Research!
4. Timing is everything!
5. Creative and customization
Partnership Events

C.H.A.T. (Connecting Hospitality & Tourism)
Partner Networking Event
• Wednesday, May 18
• 4:00 – 5:30pm
• Nocturne
• Cost: $12

35th Annual VISIT DENVER Foundation Cup & Partnership Open
• Tuesday, June 7
• Tee Off at 7:30am
• City Park Golf Course
• We are still looking for door prize donations! Promote your business to local hospitality professionals and industry leaders through a door prize donation.
• Proceeds benefit the VISIT DENVER Foundation, which provides scholarships to students pursuing degrees in hospitality and tourism.
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