



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.

POLL QUESTION

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

Sell Denver

Service Visitors

Meeting Planners

Travel Planners

Tour Operators

Leisure Travelers

Travel Writers

Partners

[http://www.denver.org/
tourism-pays/](http://www.denver.org/tourism-pays/)

Convention Marketing

1

Goal

Choose Denver

Target

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

2

3

Pillars

Accessibility, affordability, world-class facilities, safety and green and many more!



<< BACK TO PREVIOUS

COLORADO CONVENTION CENTER

📍 700 14th St., Denver, CO 80202

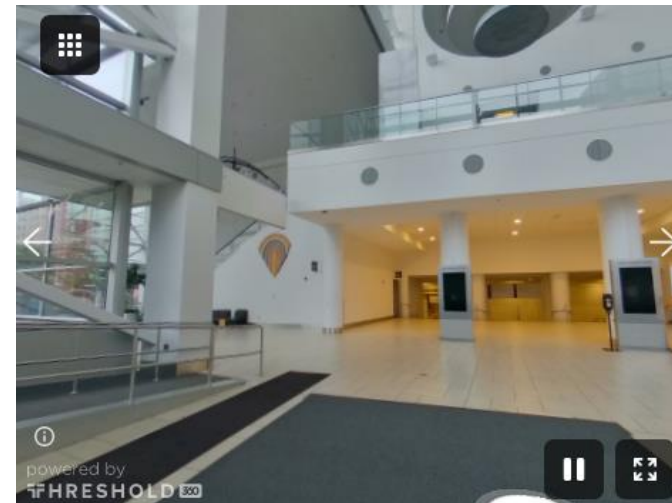
📞 (303) 228-8099

📄 VISIT WEBSITE

FOLLOW:



🛒 ADD TO MY TRIP

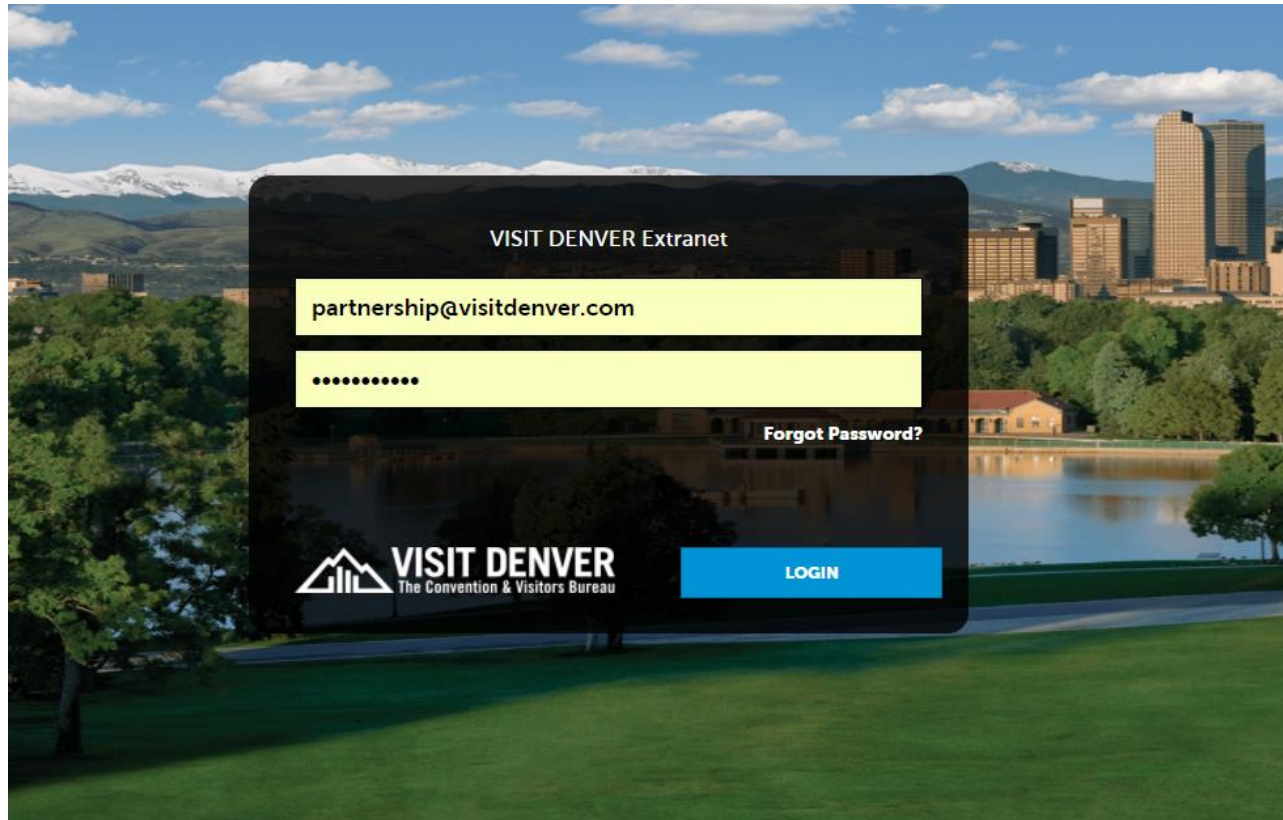


Free VISIT DENVER Partner Benefit!

Contact: Lauren Huffer

Email: Lhuffer@visitdenver.com

Partner Extranet

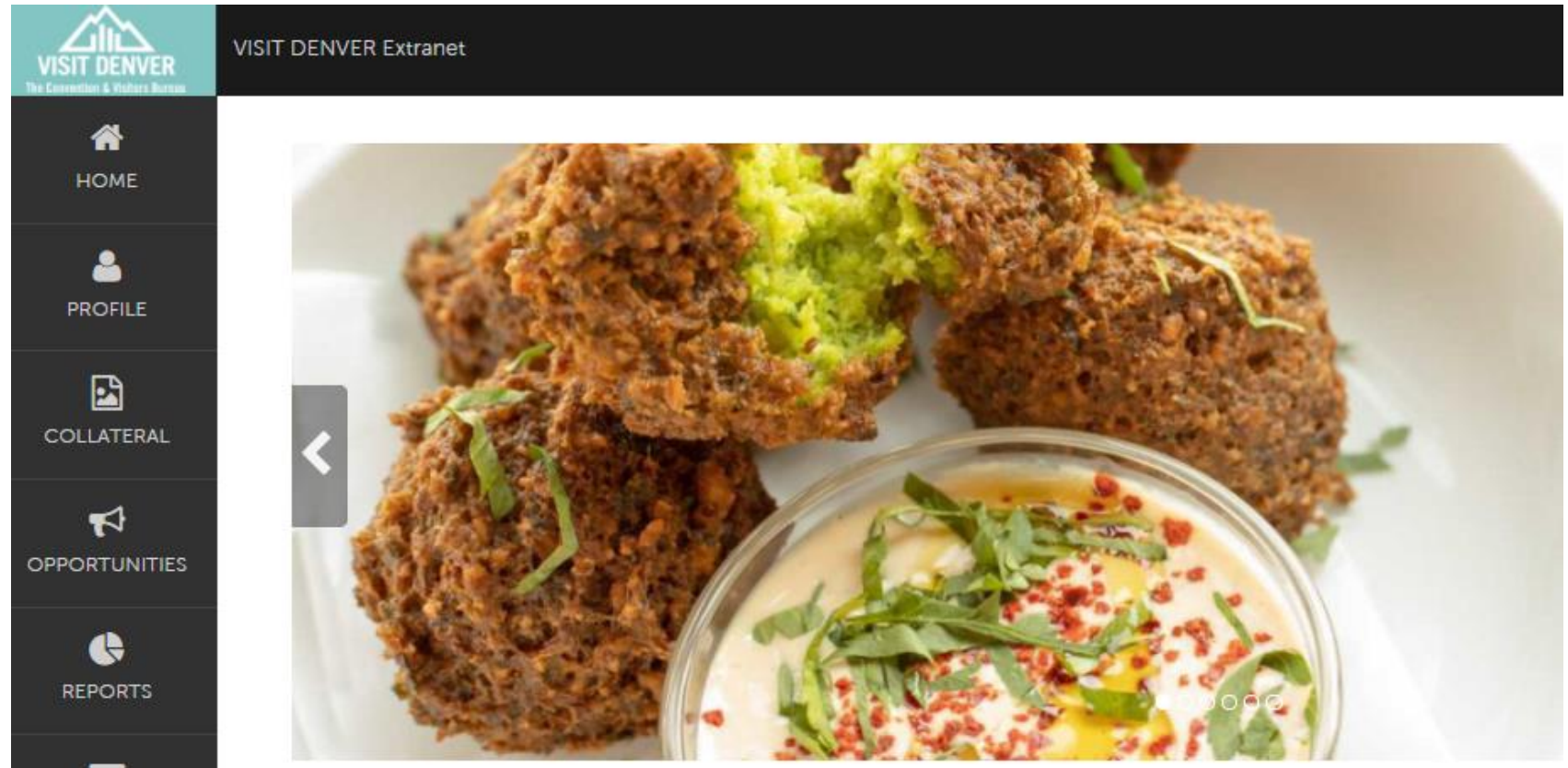


Extranet Login Link

<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 ALERTS!

- [Colorado Crossroads Convention Alert](#)
- [NASCC Convention Alert](#)
- [SAGES Convention Alert](#)
- [Outdoor Retailer Snow Show Convention Alert](#)
- [RMDC Convention Alert](#)

Convention Schedule

[Convention & Meetings Schedule](#)

List all definite meetings by arrival date range for a two year period.

[Convention Schedule](#)

Show 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.**

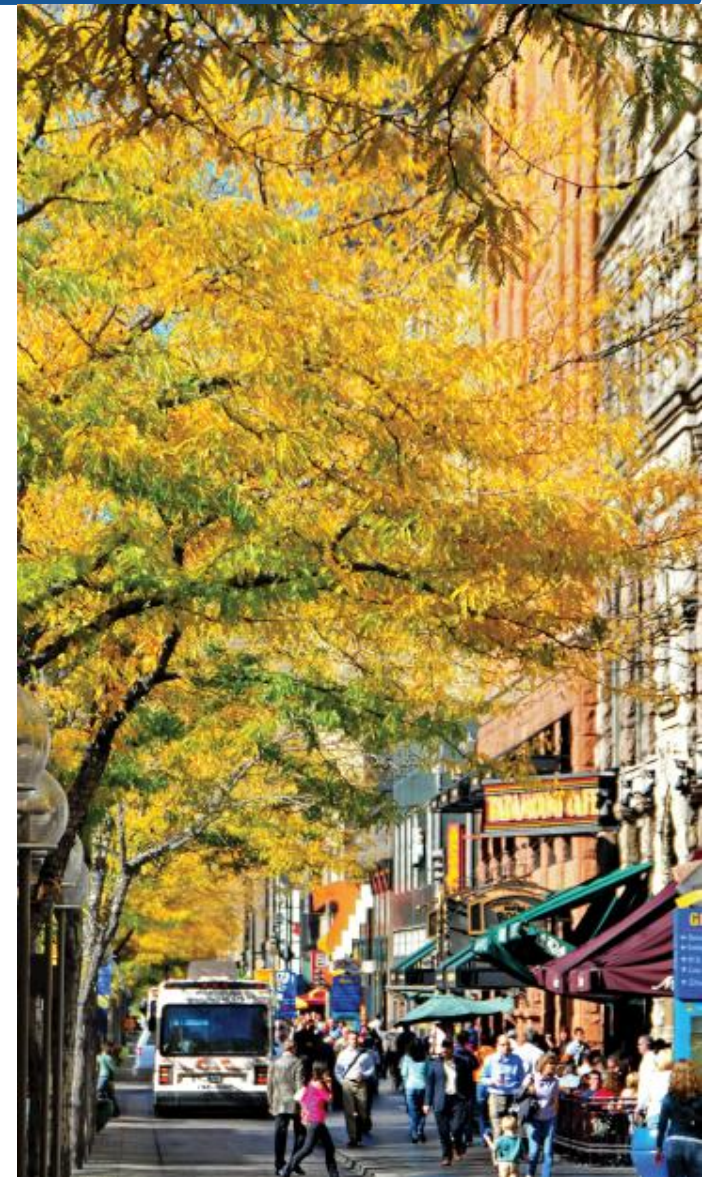


Available to all Partners


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

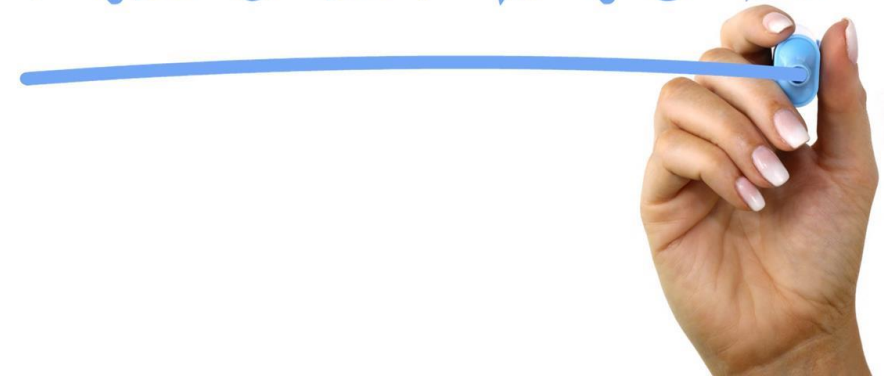
 Look at the name of the association

Review where the group's HQ is located. 

Consider the site of the meeting 

Analyze the size of the gathering 

Do Your
RESEARCH



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

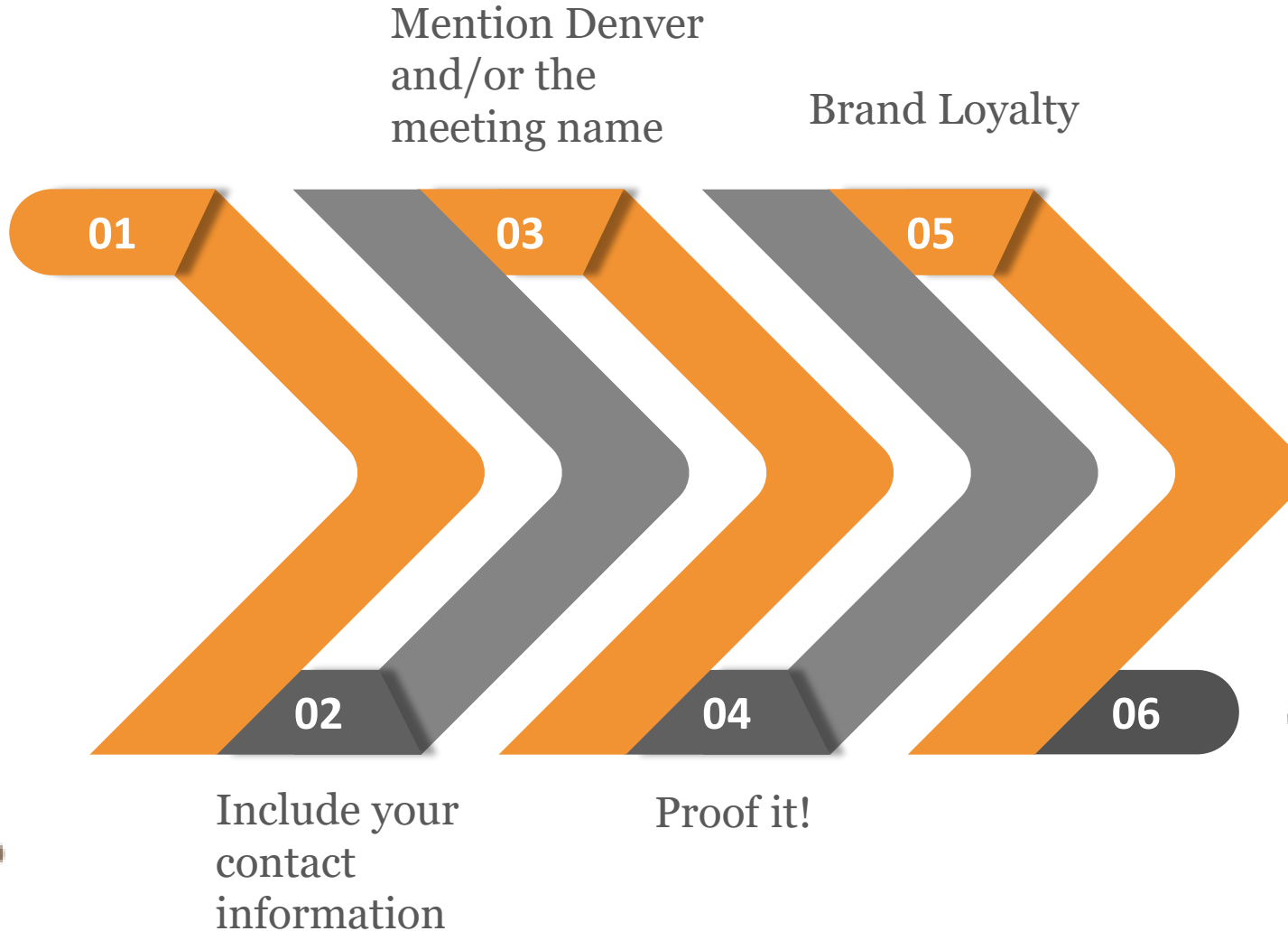
Include
references

Include
visuals/
website

Easy to
respond

Personalization

Address the meeting planner



Questions to Ask Yourself

1

Redundancy

Do I see my service already provided or listed?

Benefit

How would the client benefit from my service?

2

3


Value

What value can my service bring to this meeting?

4

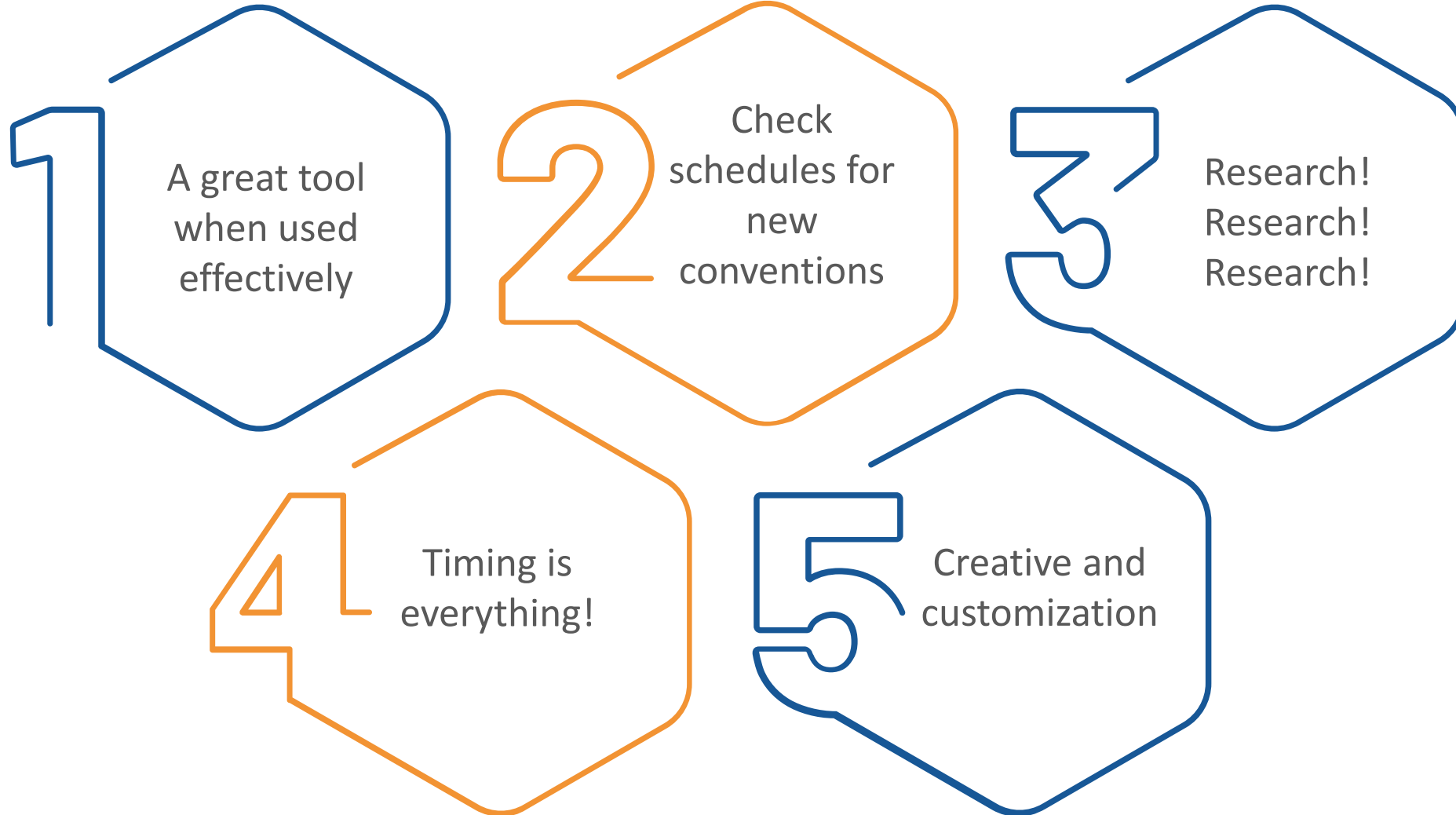
Timing

Do you have enough time to properly execute your service?



Am I the right fit for this group?

Convention & Meeting Schedule



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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