Partnership Workshop

Convention & Meetings Schedule

October 19, 2023
Q&A

Zoom: Use the chat feature
In-Person: Just Ask!
POLL QUESTION

Please rate your knowledge of the Convention and Meeting Schedule:

• Rookie- I’m here to learn!
• I’ve dabbled a little bit- looking for tips!
• Extensive use- just need the refresher!
Who is VISIT DENVER?

➢ Contracted by the City & County of Denver to market Denver as a destination for meetings/conventions & tourists

➢ Nearly 1,200 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
  - [Link](http://www.denver.org/tourism-pays/)

- Sell Denver

- 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

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
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
   - 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
   - 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

- Address the meeting planner
- Mention Denver and/or the meeting name
- Brand Loyalty
- Include your contact information
- Simply
- Proof it!
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?
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
C.H.A.T.

- Wednesday, November 15, 4:00pm – 5:30pm at Dazzle

- VISIT DENVER’s monthly partner networking event.
  - Meet fellow partners and VISIT DENVER staff
  - Relaxed and casual atmosphere
  - FUN!

- REGISTER HERE
Join Us!

Free to all VISIT DENVER Partners and their guests

- 7:30am – 8:15am Coffee Reception
- 8:15am – 9:30am Breakfast Meeting

REGISTER HERE
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