



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

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

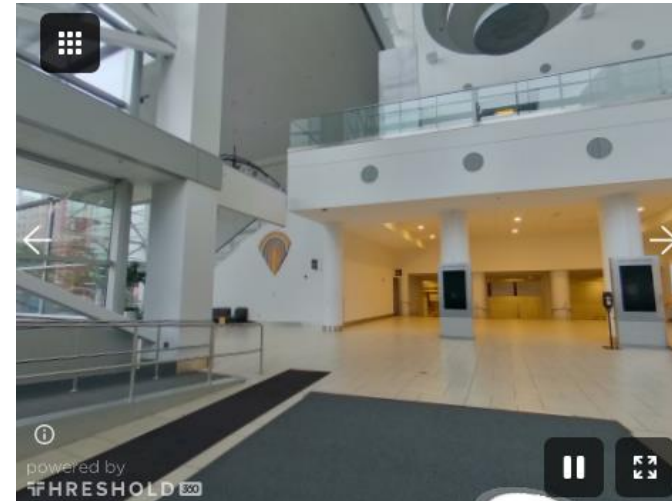


VISIT WEBSITE

FOLLOW:



ADD TO MY TRIP

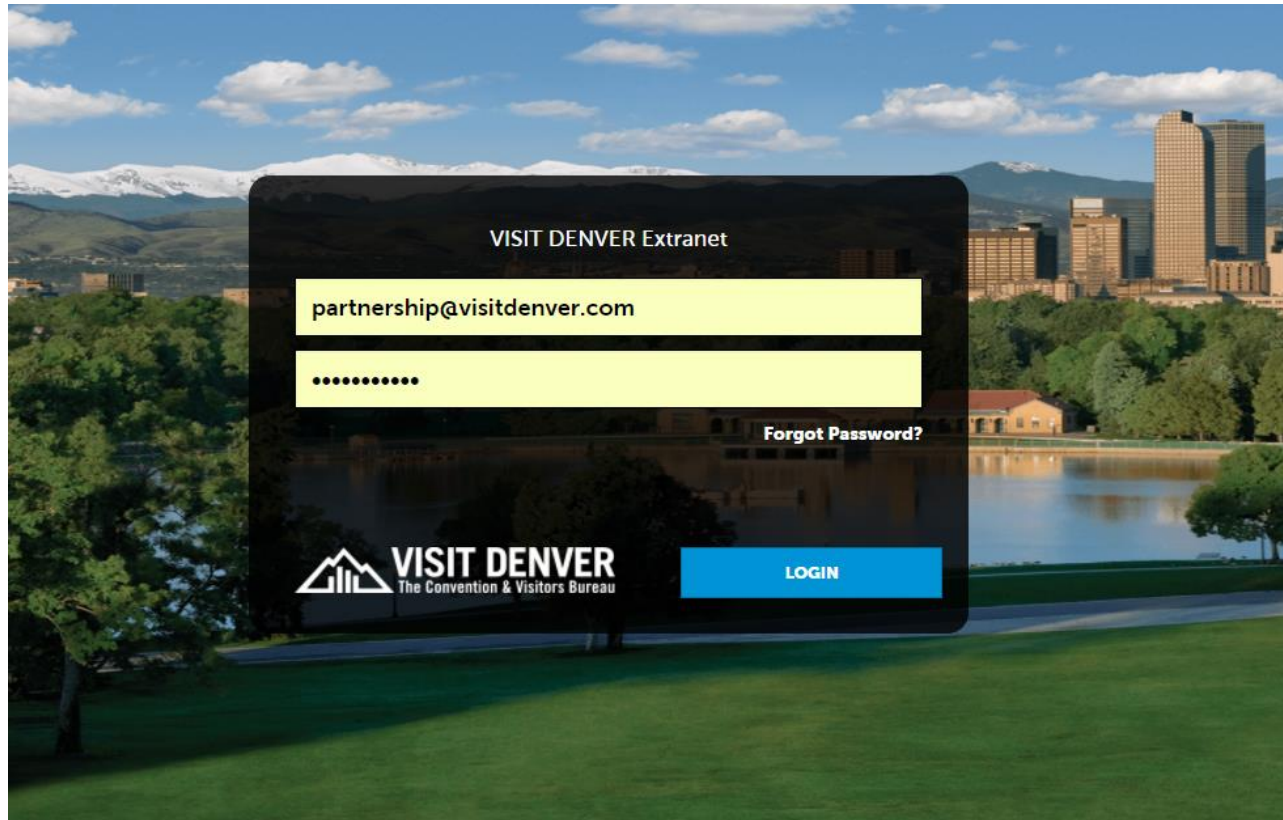


Free VISIT DENVER Partner Benefit!

Contact: Lauren Huffer

Email: Lhuffer@visitdenver.com

Partner Extranet



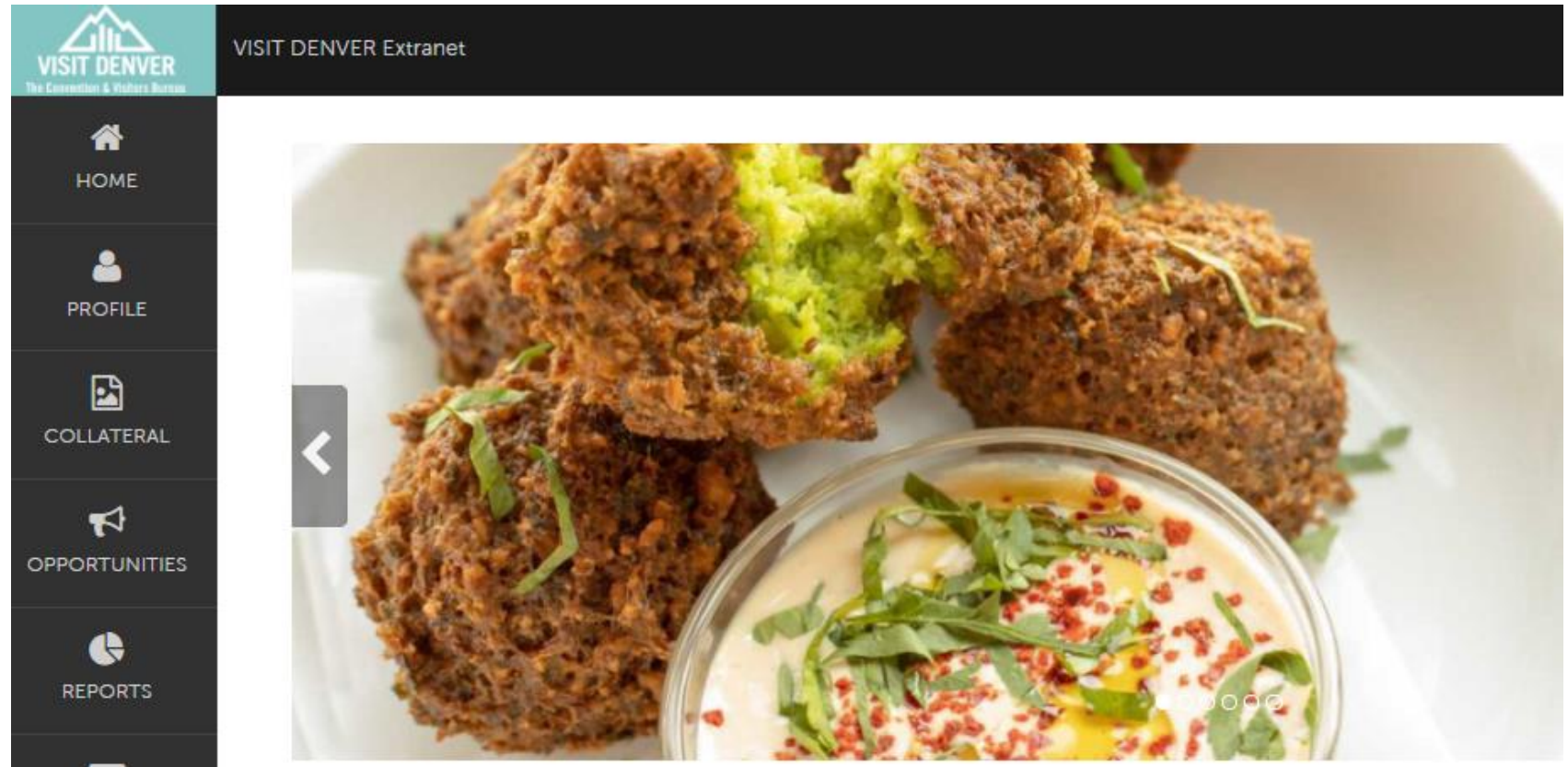
Extranet Login Link

<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



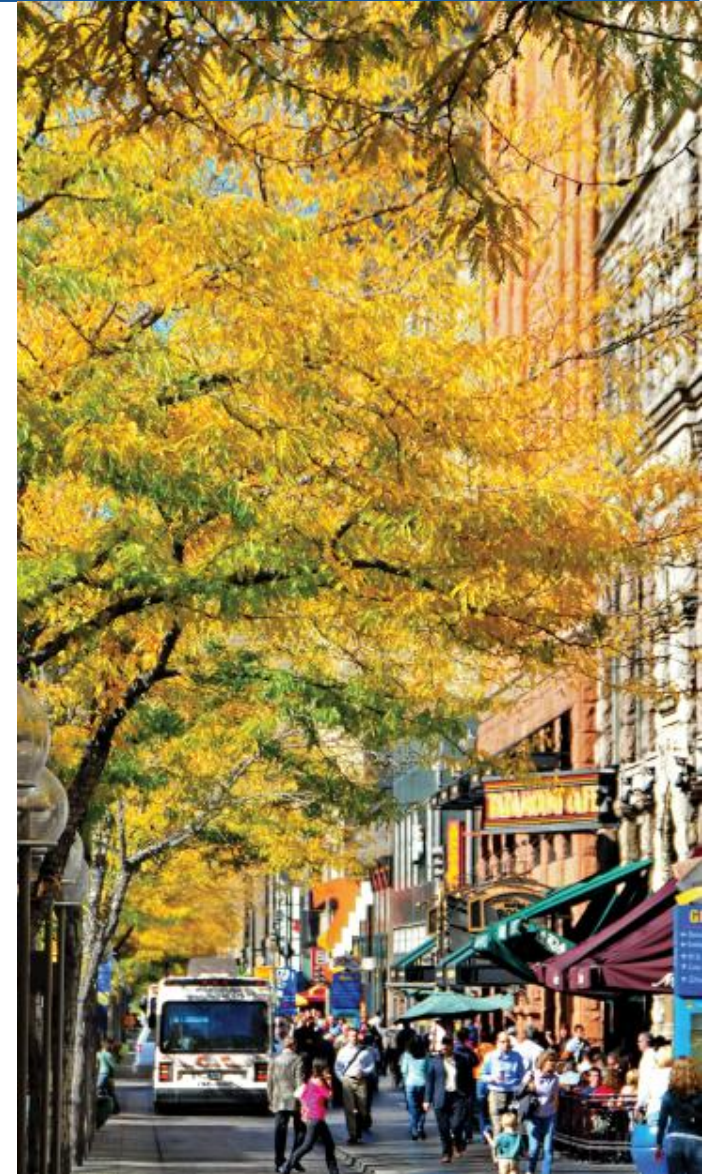
Details – dates, attendance and hotel(s). DOES NOT LIST meeting planner's contact information.

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

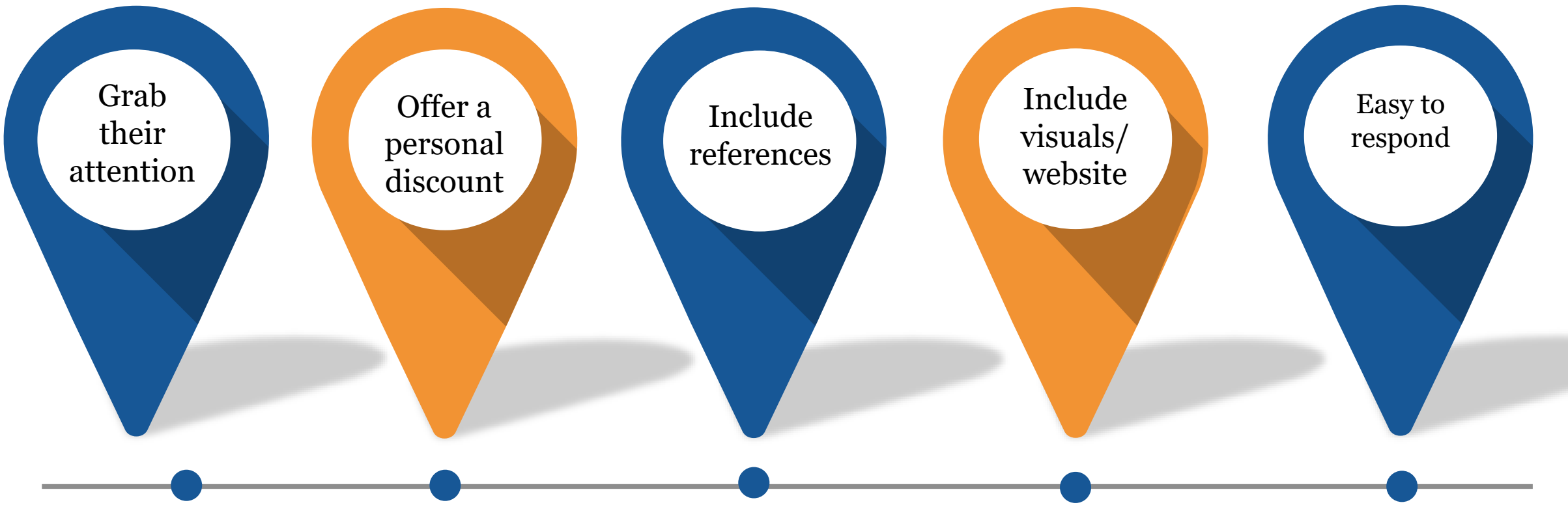


Timing

- 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
- Mention Denver and/or the meeting name
- Brand Loyalty
- Include your contact information
- Simplify
- Proof it!



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?

Timing

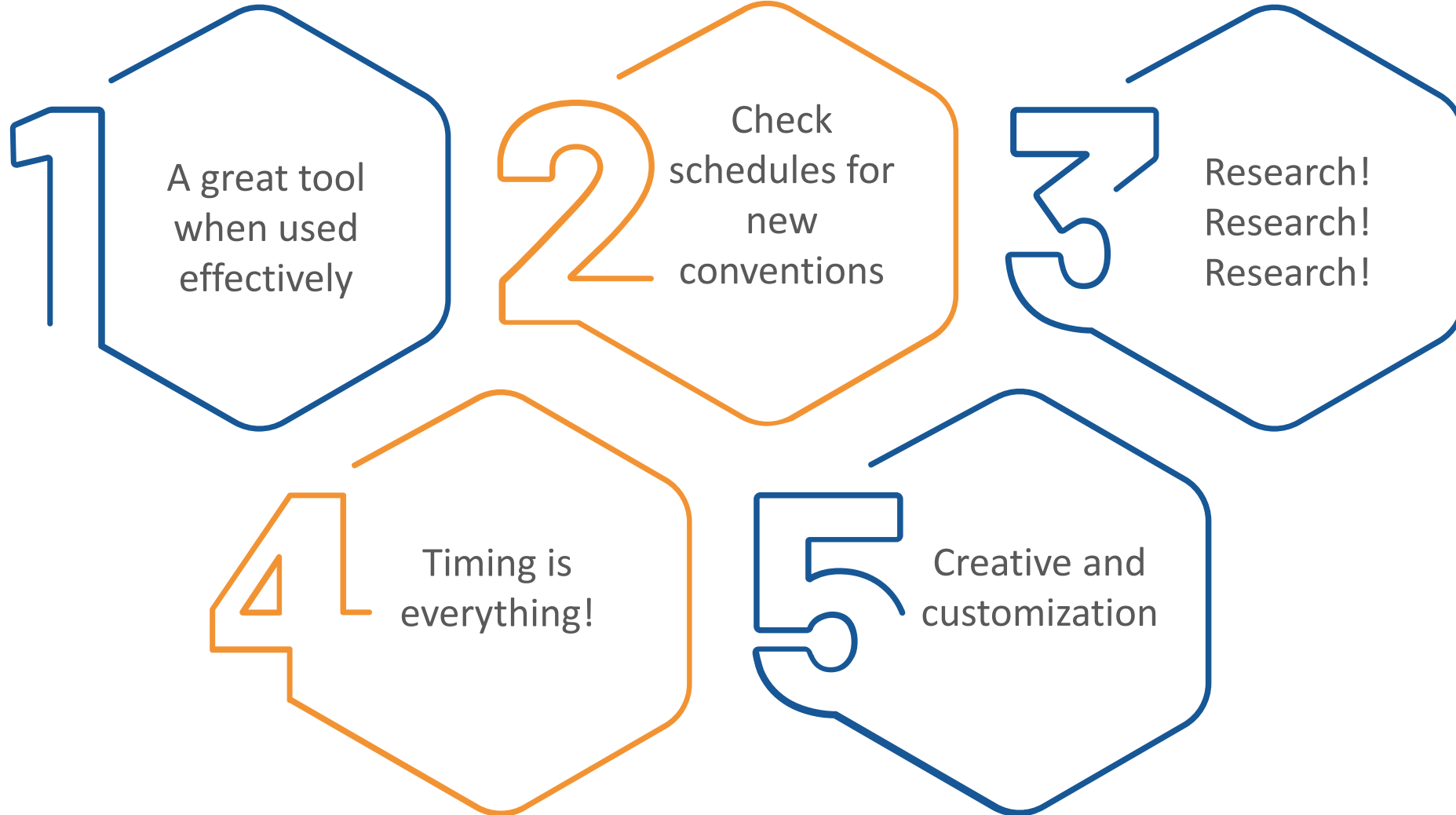
Do you have enough time to properly execute your service?

4

Am I the right fit for this group?



Convention & Meeting Schedule



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](#)



Tiffany Eck

Associate Director, Destination Services

teck@visitdenver.com

(303) 596-0180