

# CATCH DES MOINES

DES MOINES CUSTOMER ADVISORY BOARD

April 23 – 25, 2023

THE S'S ARE SILENT. OUR CITY SAYS "WELCOME!".

## **Host Hotel**

[Des Moines Marriott Downtown](#)

700 Grand Avenue

Des Moines, IA 50309

515.245.5500

## **Sunday, April 23, 2023**

Arrivals throughout the day

6:00pm

**Departure from hotel**

6:15pm - 8:30pm

**Dinner and Brewery Tour**

[Big Grove Brewery](#) - 555 17th Street Des Moines

## **Monday, April 24, 2023**

**Breakfast & Meeting Location: Windows at the Des Moines Marriott - 1st Floor**

8:00am - 9:00am

**Full Breakfast**

9:00am - 9:30am

**Welcome and Introductions**

9:30am - 10:00am

**Leadership Updates - Greg Edwards & Trina Flack**

Destination overview and key Des Moines issues

10:00am - 10:20am

Coffee & Communications Break

10:20am - 12:00pm

**Meeting & Event Marketplace Realities**

Des Moines business and tourism leaders join the CAB for an interactive discussion regarding issues related to procurement, planning and production of meetings and events including, but not limited to:

- Room blocks, hotels and venue contracts
- Convention Center Booking Guidelines
- Venue related event expenses--AV, Food & Beverage (and minimums), Decorating, etc.

12:00pm - 1:15pm

**Lunch - [Fresko](#) 909 Locust Street, Des Moines**

1:30pm - 2:45pm	<p><b>Legislation and Impacts on Meetings &amp; Site Selection</b></p> <p>Iowa, like many states, is dealing with legislation that could impact organizations' decisions to meet (or not meet) in Iowa. This candid discussion will focus on the CVB's role and ways cities and event professionals can work together to ensure effective messaging and inclusivity. <a href="#">David Adelman</a>, Partner &amp; Director at Cornerstone Government Affairs will join the discussion.</p>
2:45pm - 3:10pm	Coffee & Communication Break
3:10pm - 5:30pm	<p><b>Des Moines Field Trip</b></p> <p><a href="#">Des Moines International Airport</a> &amp; Terminal Expansion and <b>Behind the Scenes at <a href="#">Drake Relays</a></b> - including the Beautiful Bulldog Contest</p>
5:30pm - 6:30pm	<b>Return to hotel and free time</b>
6:30pm	<p><b>Depart for Dinner</b></p> <p><a href="#">Centro</a></p>

**Tuesday, April 25, 2023**

**Meeting Location: Windows at the Des Moines Marriott - 1st Floor**

8:30am - 9:00am	<b>Breakfast</b>
9:00am - 10:15am	<p><b>The Fun Stuff</b></p> <p>Discussion about all things trending and important related to event experiences and marketing, including (but not limited to):</p> <ul style="list-style-type: none"> <li>• Favorite Cities and What You Love About Them</li> <li>• Transportation - Airport and Destination Infrastructure</li> <li>• Attendance Building</li> <li>• Staffing and Volunteers</li> <li>• Websites - What's Meaningful; who's best in class</li> <li>• Marketing Materials and Des Moines' updated brand</li> </ul>
10:15am - 10:30am	<b>Coffee &amp; Communications Break</b>
10:30am - 11:30am	<p><b>Listening Sessions Key Issues, Industry Trends &amp; Peer-to-Peer Problem Solving Session</b></p> <ul style="list-style-type: none"> <li>• CAB members discuss key topics relevant to their professional roles and share solutions for workplace challenges</li> </ul>
11:30am - 11:45am	<b>Meeting Summary &amp; Wrap Up</b>
11:45am	<b>Grab &amp; Go Lunch &amp; Departures</b>