

# CATCH DES MOINES

DES MOINES CUSTOMER ADVISORY BOARD

November 1 – 3, 2023

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

## Host Hotel

[Renaissance Savery Des Moines Hotel](#)

401 Locust St, Des Moines, IA 50309

## Wednesday, November 1, 2023

Arrivals throughout the day

6:00pm **Departure from hotel**

6:15pm - 8:30pm **Dinner - [Django](#)**

## Thursday, November 2, 2023

**Breakfast & Meeting Location: Savery Ballroom, 2nd Floor**

8:00am - 8:45am **Full Breakfast**

8:45am - 9:30am **Welcome and Introductions**  
**Leadership Updates - Greg Edwards & Trina Flack**  
Destination overview and key Des Moines issues

9:30am – 10:15am **AI in the Meetings Industry**  
What is AI? How does it impact meetings, How can it be used?

10:15am – 10:30am **Coffee & Communications Break**

11:00am – 12:00pm **Des Moines Field Trip - Destination Development**  
**Live Nation – [Vibrant Music Hall](#) – Tour**  
Brand new mid-size arena; link between economic development and events.  
Community relationships to enhance events

12:00 – 12:30pm **Proposed Water Park Hotel & Conference Center –**  
**[MidAmerican Energy RecPlex](#)**  
Grand Experience Development

12:30pm - 2:00pm **Lunch + - [The Range](#)**

2:30pm – 3:30pm **Iowa Events Center Expansion – [Junior Ballroom](#)**  
Sustainability Efforts and Importance to Groups  
Convention Center Entertainment District

3:30pm – 4:00pm **Skywalk Wayfinding, Updates and Beautification –** Walk back to Renaissance  
RDG Planning and Design; City of Des Moines, Greater DSM Partnership

4:00pm **Free Time**

5:00pm **Depart for Dinner**  
[Rose Farm](#)

**Friday, November 3, 2023**

**Meeting Location: Renaissance Savery Ballroom – 2<sup>nd</sup> Floor**

8:30am - 9:00am **Breakfast**

9:00am - 10:15am **The Realities of AV**  
Panel discussion about all things AV—exclusivity contracts, pricing, trends, impacts on your overall meeting budget, etc.  
Encore, Markey’s AV, Iowa Events Center, Renaissance

10:15am - 10:30am **Coffee & Communications Break**

10:30am - 11:30am **Listening Sessions Key Issues, Industry Trends & Peer-to-Peer Problem Solving Session**

- CAB members discuss key topics relevant to their professional roles and share solutions for trending and important topics related to event experiences and marketing, including (but not limited to):
  - Local DMCs—important or not
  - Transportation
  - Attendance Building
  - Staffing
  - Event budgets
  - Contract Clauses
  - ETC

11:30am - 11:45am **Meeting Summary & Wrap Up**

11:45am **Grab & Go Lunch & Departures**