

## DES MOINES CUSTOMER ADVISORY BOARD

October 21 -23, 2019

Host Hotel  
Des Moines Marriott Downtown  
700 Grand Avenue  
Des Moines, IA 50309  
515.245.5500  
[www.marriott.com/DSMIA](http://www.marriott.com/DSMIA)

### Monday, October 21, 2019

Arrivals throughout the day

**6:00pm** Departure from Marriott

**6:15pm - 8:30pm** Reception & Dinner  
Django  
[www.djangodesmoines.com](http://www.djangodesmoines.com)  
1420 Locust Street, Des Moines

### Tuesday, October 22, 2019

Meeting Location – Windows on 7th - Des Moines Marriott Downtown

**8:00am - 9:00am** Full Breakfast – Windows on 7th

**9:00am - 9:30am** Welcome and Introductions

**9:30am - 10:00am** CEO Update - Greg Edwards  
Destination overview and key issues impacting Des Moines

**10:00am - 10:20am** Coffee & Communications Break

**10:20am - 12:00pm** Destination Master Plan

Discussion regarding Des Moines' new Destination Master Plan and ways in which meetings and lives events impact the economic ecosystem and development of Des Moines

- o Convention Center District, new hotel developments
- o Entertainment/Dining Zone

**12:00pm - 1:30pm** Lunch - Embassy Club  
666 Grand Avenue – Des Moines  
[www.embassyclub.com](http://www.embassyclub.com)

**1:30pm - 3:00pm** Sales & Marketing Tools

Review and discussion regarding all sales and marketing assets used by meeting professionals and attendees and ways these tools can be enhanced

- o Relevant Meeting Industry Tradeshows and Events
- o New video and print campaign
- o Planner Guide and other assets, relevance in site selection and convention service operations

**3:00pm - 3:20pm** Coffee & Communications Break

**3:20pm - 4:45pm** Housing/Room Blocks Realities

Discussion regarding the realities and shifts in housing and group room blocks, including measurement criteria used by DMOs and planners to calculate the economic impact of groups.

- o Realities of convention housing
- o Sharing Economy
- o Attrition

**4:45pm - 6:00pm** Free Time

**6:00pm** Depart for Dinner

**6:15pm - 9:30pm** Reception & Dinner  
World Food Prize Hall of Laureates  
[www.worldfoodprize.org](http://www.worldfoodprize.org)  
101 Locust Street, Des Moines

## **Wednesday, October 23, 2019**

Meeting Location – Board Room 3 – Iowa Events Center  
730 Third Street, Des Moines, IA 50309  
[www.iowaeventscenter.com](http://www.iowaeventscenter.com)

**7:45am** Transfer to Iowa Events Center

**8:00am - 8:45am** Breakfast – Board Room 3

**8:45am - 9:45am** Destination/Convention Services Tools

Discussion regarding best-in-class convention services tools and ways to enhance planners' "post-sale" destination services experiences

- o Hand off timing
- o Critical convention services
- o Event apps and microsites

**9:45am - 10:00am** Coffee & Communications Break**10:00am - 11:30am** Meetings & Conventions Industry Trends & Peer-to-Peer Problem Solving Session

CAB members brainstorm future meetings and conventions, significant changes to the marketplace and share solutions for any professional challenges

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