

CATCH DES MOINES

DES MOINES CUSTOMER ADVISORY BOARD
June 11-13, 2025

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

Host Hotel

[AC Hotel Des Moines East Village](#)

401 East Grand Avenue,
Des Moines, IA 50309
515.518.6060

Wednesday June 11, 2025

Arrivals throughout the day

5:15pm	New Member Meeting
5:30pm - 6:15pm	Optional Welcome Reception The Republic on Grand – AC Hotel
6:15pm	Depart hotel
6:30pm - 8:30pm	Dinner Alba 524 E 6 th St, Des Moines IA 50309

Thursday, June 12, 2025

Meeting Room: The Grand Room - AC Hotel

8:30am - 9:15am	Full Breakfast
9:15am - 9:45am	Welcome and Introductions
9:45am - 10:30am	Des Moines Leadership Updates Destination overview and key Des Moines issues Destination Master Plan Update and Review
10:30am - 10:50am	Coffee & Communications Break
10:50am - 12:00pm	Convention Center Practices & Trends Fees, booking guidelines, contracts, etc
12:00pm - 1:30pm	Lunch – West End Salvage As seen on TV – with entertainment from Don Short
1:30pm – 2:30pm	Marketing, Event Experience & Sales Assets Review of materials, planner preferences, trends

2:30pm – 2:50pm	Pints by Beth A small business making small batch ice cream
2:50pm – 4:00pm	Importance of a DMC Who’s using one, should DSM have one, planner expectations
4:00pm - 4:30pm	Raygun A stop at a DSM hotspot – the T-Shirt store that is making an impact
4:30pm - 6:00pm	Free Time
6:00pm	Dinner with Des Moines’ own Master Chef, Grant Gillon Curate – 322 E Court Ave, Des Moines IA 50309
<u>Friday, June 13. 2025</u> Meeting Room: The Grand Room – AC Hotel	
8:00am - 9:00am	Breakfast
9:00am - 10:00am	Peer to Peer Ideation Session Customer Advisory Board members discuss trends and key issues impacting their meetings, shows and events. Discussions include (but are not limited to) current market realities and peer-to-peer problem solving.
10:15am - 10:30am	Coffee & Communications Break
10:30am - 11:30am	Group Housing, Room Blocks & Incentives
11:30am - 11:45am	Meeting Summary & Wrap Up
11:45am	Grab & Go Lunch & Departures