

# Sales

## Meetings & Conventions





## **Janice Jefferson**

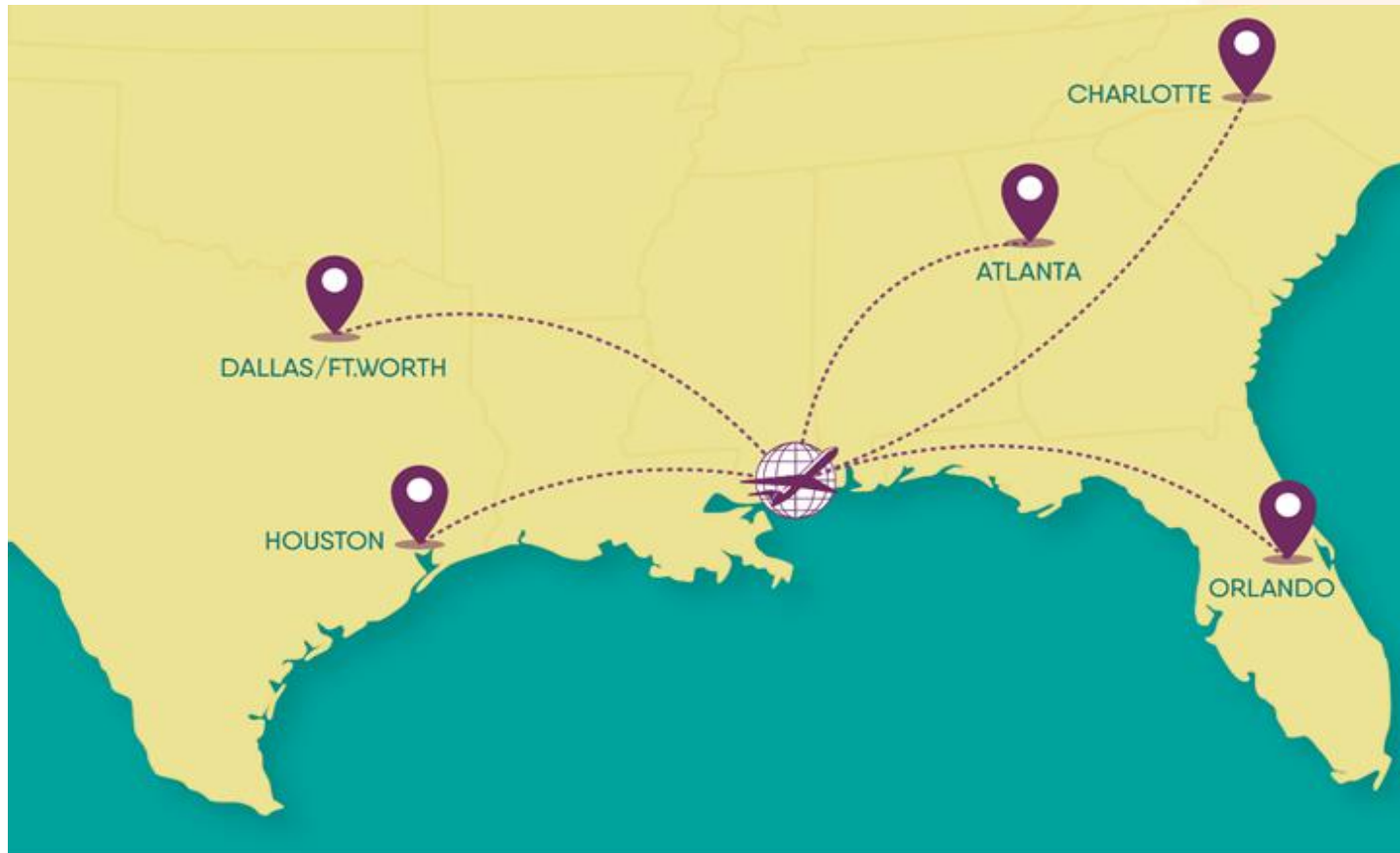
Director of Sales, Visit Mississippi Gulf Coast

# Meetings & Conventions

## Year-End Goals



# Our Strategic Approach



# Our Strategic Approach

## Conventions and Trade Shows

Mississippi Society of Association Executives

Connect Associations/Corporate

TEAMS & eSports Travel Summit

Alabama Council of Association Executives

Rendezvous South

Louisiana Society of Association Executives

Destination Showcase

National Association of Sports Commissions

Connect Sports

Professional Convention Management Association

Destination International

## Targeted Sales Missions

- Louisiana
- Jackson, MS
- Alabama – Birmingham, Montgomery
- Texas – Houston, Dallas
- Atlanta
- Washington, D.C.
- Charlotte, NC
- Chicago, Illinois

# Strategic Partnerships



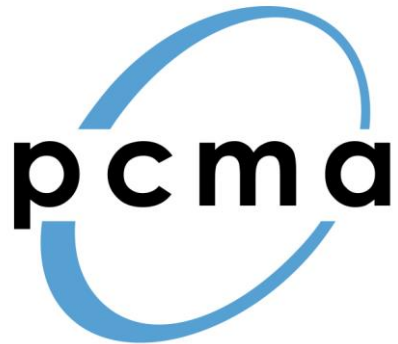
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MEETING PROFESSIONALS  
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