



# ? WHY CHOOSE GREATER LANSING FOR YOUR NEXT EVENT?



- 1. Central Location**  
Greater Lansing is a 90-minute drive for 90% of the state's population, making it easily accessible for attendees, exhibitors and speakers.
- 2. Home Away From Home**  
Greater Lansing's friendly Midwestern hospitality will have both you, and your attendees, feeling right at home. Over 500 Certified Tourism Ambassadors offer a welcoming, positive visitor experience.
- 3. More Bang For Your Buck**  
Greater Lansing offers affordable venues, attractions and dining for all budgets.
- 4. Versatile Options**  
Diverse and memorable meeting facilities will make the difference for your next event.
- 5. Resounding Resources**  
Home to state government and Michigan State University, Greater Lansing provides access to some of the most influential minds in America as guest speakers and industry experts.

“The GLCVB proved to be an excellent partner in bringing our 2,000 state-wide delegates to Greater Lansing. They enthusiastically helped our planning team overcome numerous challenges and fostered a genuine feeling of welcome to the community. We can't say enough good things about the GLCVB!”

*The Michigan Conference of the United Methodist Church*

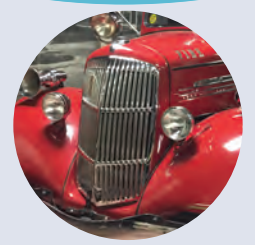


# ? WHAT ELSE DOES GREATER LANSING HAVE TO OFFER?

There are over 150 things to see and do in Greater Lansing so you're sure to please your attendees with one-of-a-kind experiences to make your event stand-out.



**Michigan State University**  
Catch a BIG Ten game or expand your horizons at one of its many cultural attractions.



**Rich Cultural History**  
From the State Capitol Building to top-notch historical museums, get lost in treasures from the past.



**Pro-Style Golf**  
Hit the links at over 30 golf courses within a 30-mile radius.



**Makers & Shakers**  
Hop on Greater Lansing's beer, wine & spirits trail.



**Diverse Dining**  
Savor world class restaurants with cuisines from all over the world.



**Exciting Entertainment**  
Get immersed in award winning shows direct from Broadway.

## HOW CAN WE HELP?

Contact your friendly GLCVB sales representative today!



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# Faith IN THE 517



CONNECTING YOU WITH  
**EVENT FACILITIES AND EXPERTS**  
FOR YOUR FAITH-BASED EVENT  
**IN GREATER LANSING, MI**





## WHO IS THE GREATER LANSING CONVENTION & VISITORS BUREAU & WHAT DO WE DO?

The Greater Lansing Convention & Visitors Bureau (GLCVB) is a non-profit Destination Marketing Organization focused on bringing visitors of all kinds to the region.



## HOW MUCH DOES IT COST?

Because the GLCVB's mission is to help host events that drive economic impact for the region, there are no costs or fees to you or your organization to work with the GLCVB. Think of the GLCVB as an extension of your staff, dedicated to helping you plan the best event possible!

## ? HOW DOES IT WORK?

**1.**  
You have a meeting,  
retreat or event you  
need to plan

**2.**  
Contact the GLCVB  
to discuss your  
event needs and  
possible venues

**3.**  
The GLCVB sends your  
meeting information to  
area hotels and venues  
then collects proposals  
for your review

**4.**  
Your GLCVB sales  
representative assists  
you with choosing  
the ideal venue and  
accommodations for  
your event

**5.**  
The GLCVB  
services team will  
ensure your event  
needs are met



## ? WHAT ARE THE SERVICES OFFERED BY THE GLCVB?

### Program Planning

- Speaker suggestions
- Entertainment options
- Tours
- Companion/Youth activities
- Off-site functions

### Local Referrals

- Signage
- Transportation
- Photographers
- Audio/Visual needs

### Maps and Directions

- Online and mobile map functionality
- Customized maps and directions to fit your group's specific needs
- Local road construction information

### Photo Gallery

- Downloadable gallery available online
- Many more available based on needs
- Green Meeting Information
- Local green resources
- Tips to make your meetings green
- Community Give Back
- Connections to local charitable organizations
- Ideas for incorporating CSR into your event

### Event Promotion/Attendance Building

- Visitor Guides
- Custom marketing pieces & websites
- Social media assistance
- Media relations assistance
- Promotional information at prior-year event

### On-Site Assistance

- Event registration/Staffing assistance
- Information booth
- Restaurant Reservation booth
- Restaurant maps
- Off-site functions
- Post-event surveys
- Social media promotion

“I had the pleasure of meeting Heather Cooper Kim of the GLCVB and to share our local conference—The MOVE. Heather connected me with local hotels and supplied me with maps and visitor guides we could give to our attendees. As a native of Lansing, I was blown away by ALL of the resources available to us as a local conference; from securing venues to securing bids on lodging. For this dreamer, the GLCVB's assistance has been invaluable!”

Lady K. Bouyer  
Kingdom Life Church