

Monterey County Convention & Visitors Bureau Meetings Advisory Board

March 18 – 20, 2015

Agenda

Wednesday • March 18th

Destination Orientation Tours

5:00 p.m. First time attendee orientation

6:00 p.m. Buses depart for La Playa

6:30 – 8:00 p.m. Dinner La Playa

Thursday • March 19th

7:30 – 8:15 a.m. Breakfast

8:30 – 9:45 a.m.

Opening session Session

- * *Welcome & Introductions* *Nancy Morrell Swanson*
- * *Destination & MCCVB Overview* *Tammy Blount*
- * *Sales Overview* *Scott Wilson*

9:45 – 10:15 a.m. Break

10:15 – 11:45 a.m.

General Session

- * *Trends in the Meetings Industry* *Nancy Morrell Swanson*

Engaging with CVBs – Corporate privacy issue

We can also talk about the use/future use of 3rd party planners in this session

Noon – 12:45 p.m. Lunch

1:00 – 2:15 p.m.

General Session

- * *Monterey Conference Center*

Session Objective:

2:15 – 2:45 p.m. Break

2:45 – 4:00 p.m.

General Session

* *All Things Marketing*

Group Marketing Update

Social Media Plan

Group Sales Newsletter

4:00 – 4:30 p.m.

General Session

* *Wrap Up*

* *Honor Outgoing Members:*

6:30 p.m.

Depart from Lobby for Dinner

6:45 – 9:00 p.m.

Reception/Dinner at the Monterey Marriott

Friday • March 20th

Breakfast & Departures

Destination Overview Tour