

# Monterey County Convention & Visitors Bureau Meetings Advisory Board Summer Meeting 2012 June 28 – 30, 2012 *Agenda*

## Thursday • June 28<sup>th</sup>

**1:45 p.m.                      First Time Attendee Orientation                      Little Sur**

**2:45 – 3:00 p.m.              Refreshments**

**3:00 – 5:15 p.m.**

**Opening Session** **Pinos/Alones**

⇒ *Welcome & Introductions* *Nancy Morrell Swanson*

⇒ *State of the Destination* *Tammy Blount*

⇒ *Update on Recommendations* *Charlie Spiegel*

⇒ *Marketing Overview* *TBD*

**Session Objective:**

- 1) To give Board Members the CEO's perspective and vision on Monterey as a destination and initiatives that will be the focus for the future.
- 2) To report on progress on Board recommendations from the last meeting.
- 3) To give Board Members an overview of MCCVB's marketing approach and a marketing analysis (market segments, market origin, competitive set, etc.) that will help them to give more thoughtful input.

**6:30 – 8:30 p.m.              Reception/Dinner**

## Friday • June 29<sup>th</sup>

**7:30 – 8:15 a.m.              Breakfast    Captain's Table**

**8:30 – 10:15 a.m.**

**General and Segment RTs** **Pinos/Alones**

⇒ *Trends Influencing our Business* *Board Members*

**Session Objective:**

Board Members will break into small groups by market segment to discuss a series of questions and issues influencing the meetings industry and report back their findings to the rest of the group.

8:30 – 9:30 Segment Groups  
9:35 – 10:15 Report out

**10:15 – 10:45 a.m. Break**

<b>10:45 – 11:45 a.m.</b>	<b>General Session/Panel</b> ⇒ <i>Hotel Revenue Manager Perspectives</i>	<b>Pinos/Alones</b> <i>Nancy Morrell Swanson &amp; RMs</i>
	<b><u>Session Objective:</u></b> To give Board Members an overview of how revenue management works and what goes into the decision making process.	

**Noon Depart for Lunch**

**12:15 – 1:15 p.m. Lunch at Embassy Suites**

<b>1:30 – 2:30 p.m.</b>	<b>General Session</b> ⇒ <i>Working with the CVB-Planner-CVB Relationship</i>	<b>Pinos/Alones</b> <i>Nancy Morrell Swanson</i>
	<b><u>Session Objective:</u></b> To discuss the short term and long term relationship that the customer wants to have with the CVB. To better understand the expectations of the customer regarding bureau services if they utilize the CVB (or if they don't).	

**2:30 – 2:40 p.m. Short Break**

<b>2:40 – 3:20 p.m.</b>	<b>General Session</b> ⇒ <i>Website Review</i>	<b>Pinos/Alones</b>
	<b><u>Session Objective:</u></b> To give input on the look and functionality of the new website. To identify areas where it can be improved for ease of use.	

<b>3:20 – 3:30 p.m.</b>	<b>General Session</b> ⇒ <i>Wrap Up</i>	<b>Pinos/Alones</b>
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**4:30 p.m. Depart for The Steinbeck National Center**  
**Reception/Dinner**

## **Saturday • June 30<sup>th</sup>**

**Breakfast & Departures**