



# Skift IN THE MOMENT Partnership



**MONTEREY**  
Inspired moments in meetings.®



**IN MONTEREY COUNTY**



# Skift

## Overview

- Skift is the largest travel intelligence platform that provides media, insights and marketing to key sectors of the meetings industry.
- The goal of our partnership with Skift is to show that inspiration in Monterey County is unlike any other place and is a key factor that differentiates us from other meeting destinations.



# Chapters

**IN THE MOMENT**

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# Chapter 1: Our Legacy

## Recap

[Forget Silicon Valley- California's True Hub for Innovation is a Few Miles South](#)

### Points of Interest:

- Proven legacy of Monterey County as a driver for inspiration for meetings
- First-hand accounts of how transformative moments originated as a result of visiting Monterey County

### Contacts:

- La Playa/Apple
- TGO Photography
  - Tom O'Neal
- Julie Packard
- Panetta Institute



# Chapter 2: Art/Science Behind Inspiration

A deeper exploration of inspiration and how it leads to innovation

## Points of Interest:

- Factual research based on proof of inspiration.
- Research on the calming and healing effects of nature.



## Contacts:

- CAB Members
  - Ross Hutchings
  - Danielle Restaino
- Meeting Planner
  - Gail Stein
- Google- Mindfulness Retreat
  - Rich Fernandez
- TED Talks Meeting Planner
  - Janet McCartney
- Forbes AgTech
  - Lindsay Ezykowich

*Coming in December*





# Chapter 3: The Here & Now

Businesses and the stories they have to tell

## Points of Interest:

- How businesses got to where they are now because of inspirational Monterey County.

## Contacts:

- Forbes AgTech/Taylor
- Twisted Roots
  - Josh Ruiz
- LinkedIn
- AlliedPRA
  - o Nina Sherril

*Coming in February*



## Chapter 4 & Beyond

Coming up...

- Chapter 4: Wellness & Mindfulness
- Chapter 5: Unique Offsite Venues





## Chapter 4 & Beyond

It's up to us to tell our story

# We need your help!

Help us connect with those who can provide first-hand stories and case studies about their experiences with inspiration in Monterey County.



# Marketing Tactics

IN THE **MOMENT**

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# “In the Moment” Web Ads

## Web Banners





# “In the Moment” Social Ads

Skift LinkedIn

It's no accident that the world's first music festival, the first TED Talk, and even the Macintosh computer were all born in Monterey County.

<https://skift.com/2018/10/31/forget-silicon-valley-californias-true-hub-for-innovation-is-a-few-miles-south/> Sponsored by Monterey County Convention & Visitors Bureau



**Forget Silicon Valley, California's True Hub for Innovation Is a Few Miles South**

