

# CONTRACTION OF MEETING DURATION

**LONGER DAYS**  
networking opportunities

We've always HAD 5-7 days.

**DECREASING DAYS**

attract people who don't come

15-min presentations (short attention span)

15 MIN.

TED TALKS

SPEAKERS PAY TO ATTEND.

SPEAKERS + MODERATOR ARE MEMBERS

ASSOC

MEMBERS NEEDS MORE TRAINING SPEAKERS!

IT'S AN HONOR TO SPEAK

HOTEL OR REG'N COMP.

CENTERS OF EXCELLENCE

SOURCES SPEAKERS  
#3k a day

## SPEAKERS

SOFTWARE DOWNLOAD  
AWARDS  
COMMUNICATION TOOLS  
IT'S EASY!

## CHALLENGES

refresh rates  
bandwidth for 9-10K people.

It's like RUNNING 2 CONFERENCES

CREATES A PUZZLE!

## SOCIAL MEDIA

GENERATIONAL DIVIDE

GOTTA STAY ON TOP of the NEWS

## SEA CHANGES

(SOCIAL POLITICAL ECONOMIC)

Does legalized marijuana attract TOURISM?  
aura of liberalism \*no impact in California

HOW DOES IT IMPACT our INDUSTRY?

**MOST USED:**  
- GOOGLE  
- LINKED IN + disc. groups  
- trusted peer-to-peer  
- LISTSERVES  
- NEWSLETTERS

## COSTS

WHY are COSTS SO DIFFERENT between CITIES?  
UNIONS #people

but good QUALITY.

How DOES SALT LAKE COMPARE FOR F+B?

higher lower

creative KNEW OUR GROUP + PROVIDED what we needed.

## COSTS

NEGOTIATIONS need to happen UP FRONT.

SHIFT AWAY from the BUYER'S MARKET.

opportunity for SALT LAKE... GREAT!

Food is the BIGGEST ISSUE in general  
YUCK.  
quality quantity

## FOOD QUALITY.

## FREE EDUCATION ONLINE

ASSOC. TRAININGS

USE ONLINE TO GATHER INFORMATION

FACE-TO-FACE TO LEARN

= BLENDED

## BLENDED MEETINGS

CAPTURE EVERYTHING and offer online

but I can't ask questions. UGH...

AG PLANNERS, WE'RE at the MERCY of the SOFTWARE

Holding OUR breath

BANDWIDTH won't be an ISSUE in the FUTURE

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## CUSTOMIZED CALENDAR OF EVENTS

BALTIMORE helps us KNOW the CITY and EXECUTE

BE PROACTIVE: REACH OUT to US.

SUGGESTIONS:  
• by date (our event)  
• by proximity

APRIL

SALT LAKE

great at keeping CURRENT LIST of needs  
need to be BETTER at linking those to attendees

SOCIAL MEDIA HUB  
attendees informing each other  
created by visit salt lake

HELP ME SELL YOUR CITY