



SALT VISIT **LAKE**

2019 Salt Lake Customer Advisory Board Agenda

2019 Host Hotel

The Grand America Hotel
 555 S. Main Street
 Salt Lake City, UT 84111
 801.258.6000
<https://www.grandamerica.com/>

Thursday, March 28

Arrivals throughout the day

- 4:30 pm - 5:30 pm **New Member Orientation: Ambassador Boardroom**
- 6:00 pm - 6:30 pm **Welcome Reception: Earl's, Grand America**
- 6:30 pm - 8:00 pm **Dinner: Oak Room**

Friday, March 29

- 7:30 am - 8:30 am **Breakfast Buffet: Murano**
- 8:30 am - 10:00 am **Welcome, Introductions, Updates: Grand Salon**

Scott Beck, President & CEO, Visit Salt Lake
 Erin Litvack, Chief Administrative Officer, Salt Lake

- Destination Updates
- Convention Hotel Report
- Q&A

- 10:00 am - 10:20 am **Coffee & Communications Break: Grand Salon Foyer**
- 10:20 am - 12:00 pm **Blueprint Salt Lake**
<https://www.blueprintsaltlake.com/>
 - Blueprint Salt Lake overview and CAB Co-Creation session
- 12:00 pm - 1:15 pm **Lunch: Murano**
- 1:15 pm - 2:45 pm **Industry Trends, Peer-to-Peer Problem Solving & Open Topics**
- 2:45 pm - 3:15 pm **Coffee & Communications Break: Grand Salon Foyer**
- 3:15 pm - 4:15 pm **Laura Butler, Senior Vice President People & Culture, Workfront**
 - Linking Salt Lake's intellectual and business capital to face-to-face events
- 4:15 pm - 5:40 pm **Free Time**
- 5:40 pm **Meet in lobby**
- 5:50 pm **Depart for dinner**
- 6:00 pm - 8:30 pm **Reception and Dinner: Caputo's**

Saturday, March 30

- 8:00 am - 9:00 am **Breakfast Buffet: Murano**
- 9:00 am - 9:15 am **Delta Air Lines: Grand Salon**
- 9:15 am - 10:30 am **Post Event Data Collection and Use**
 - Obtaining Better Data
 - Effective Data Use
 - Most Valuable Data
 - Potential Unintended Consequences
- 10:30 am - 10:45 am **Coffee & Communications Break: Grand Salon Foyer**
- 10:45 am - 11:30 am **Salt Palace Sustainability Initiatives**
 Chance Thompson, Senior Manager, Sustainability & Public Relations, Salt Palace
- 11:30 am - 11:45 am **Meeting Summary and Adjournment**
- 11:45 am **Lunch Buffet: Murano**
- Optional Saturday afternoon and Sunday Ski City Experience**