



# 2018 Salt Lake Customer Advisory Board Agenda

## 2018 Host Hotel

### Hilton Salt Lake City Center

255 South West Temple  
Salt Lake City, UT 84101  
801.328.2000

<https://tinyurl.com/74g6rod>

## Thursday, March 15

### Arrivals throughout the day

- 4:30 pm – 5:30 pm **New Member Orientation – Granite Boardroom**
- 5:45 pm **Meet in Lobby**
- 6:00 pm – 8:30 pm **Welcome Reception & Dinner - Wine and Dine! Publik – 975 S. West Temple**

## Friday, March 16

### Meeting Location – Ballroom AB

- 7:30 am – 8:30 am **Breakfast Buffet – Topaz**
- 8:30 am – 10:00 am **Welcome, Introductions**  
**Watkins Report, Action Items Update and Destination Update**
- 10:00 am – 10:20 am **Coffee & Communications Break**

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 - Spencer's for Steaks & Chops**

1:15 pm – 2:45 pm **Overnight Room Demand Analyzer and Contracted Room Nights**

<https://destinationsinternational.org/overnight-room-demand-analyzer-orda>

- Does relying solely on room block data result in underestimating the value of a meeting?
- Should forward thinking DMOs align with or flee from the traditional concept of "contracted hotel rooms" theory of business evaluation?

2:45 pm – 3:15 pm **Coffee & Communications Break**

3:15 pm – 4:15 pm **Destination Site Selection Tools**

- Is Cvent the Tinder.com of the meeting industry?

4:15 pm – 5:45 pm **Free Time**

5:45 pm **Meet in lobby**

6:00 pm – 8:30 pm **Reception and Dinner - Park City Culinary Institute**  
1484 S. State Street,  
Salt Lake City

## Saturday, March 17

### Meeting Location – Ballroom AB

8:00 am – 9:00 am **Breakfast Buffet – Topaz**

9:00 am – 10:00 am **C2, Ted and similar events impact on mainstream association and corporate meetings**

<https://www.c2montreal.com/>

- Do the changing dynamics of marque events impact mainstream meetings; what lessons can be learned?

10:00 am – 10:15 am **Coffee & Communications Break**

10:15 am – 11:00 am **Next Generation Event Technology, Digital Tools, Traditional Tools and/or Blended Model**

- E-RFPs, Google Hangouts, Zoom etc.
- How are these tools changing planners' worlds or are they?
- Is old school or a blended model the new school?
- Is cutting edge event technology mandatory for hotels, convention centers and cities? Is there a gold standard?

11:00 am – 11:30 am **Sharing Economy (AirBnB, Uber etc.)**

- Do DMOs and event professionals engage, embrace or run away from the sharing economy?

11:30 am – 11:45 am **Meeting Summary and Adjournment**

**Optional Saturday afternoon and Sunday Ski City Experience**