2018 SALT LAKE
CUSTOMER ADVISORY BOARD

PEOPLE MAKE THE DESTINATION

ACTION ITEMS
- Business Case
- Custom Branded Points Program
- Volunteers and Events
- Sandbag Social Media

UPDATEs
- BIG NEW AIRPORT
- HEADQUARTER HOTEL
- LOCUS GIVING CENTER HOTEL
- MINIMUM BUDGET AIRLINES
- MINIMUM BUDGET AIRLINES

WE ARE GROWING
- WE ARE GROWING
- TECHNOLOGY AUDIT
- AIRPORT

ALCOHOL PERCEPTION
- HAVE A DRINK AT SALT LAKE!

DELTA
- WE'RE COMMITTED TO SALT LAKE AS A FUTURE 

THANK YOU FOR YOUR TIME
BLUEPRINT SALT LAKE

OUR AUTHENTIC TRUTH

QUALITY OF LIFE TOGETHER

CO-CREATE

QUALITY OF LIFE

ENTREPRENEURS & BUSINESSES ARE SUCCESSFUL

UNIVERSITY - INNOVATION, RESEARCH

SANER LEISURE - MEETING DESTINATION

ARTS/CULTURE ARE UNDISCOVERED AND UNSTOPPABLE

DIVERSE LANGUAGES

CRITICAL THINKING

ENVIRONMENTAL SCAN

WHAT IS OUR NARRATIVE?

COLLABORATIVE

SOCIAL CAPITAL

CULTURAL UNIQUE

GROWING

INNOVATION INCUBATOR

ALL ABOUT THE EXPERIENCE

DESTINATION APPEAL QUALITY OF EXPERIENCE

SOCIAL INNOVATION

REPLACES QUALITY OF LIFE

LOCALS WITH LOVE AND KNOW IN THE CITY

ALL MOUNTAINS

LOCAL EXPERTS & RESOURCES

COMMUNITY TRUST

SOCIAL CAPITAL

TECH HUB

INCUBATOR
DESTINATION SITE SELECTION TOOLS

DMO PLUS ECONOMIC DEVELOPMENT FOR THE COUNTY

OVERNIGHT ROOM NIGHT ANALYZER

MEETINGS WITH PURPOSE

PUPPY BREAK

HUMANE SOCIETY OF UTAH

MEASURE US ON THE ECONOMIC IMPACT I BRING TO THE CITY

Inspect potential hotel sites + room share + CVB

EVENTS + COMMUNITY FORUMS

SNIP left or right?

HOW DO WE SORT THROUGH THE NOISE?

Can the CVB provide some ranking on the lead opportunity?

Electronic RFP

CONVENTION CENTER

OTHER TOOLS

DMO's

NGC SPORTS

LENDIS

DI TOOL

I DON'T LIKE EVENT

I WANT TO MAINTAIN RELATIONSHIPS

TRAVEL BANS

NEEDED REGISTRATION FEES

LOOK UP EXCEPTIONS

CATCH DATA (METHODOLOGICAL CURRARS)

WIN / LOSEBACK

WE FOCUS ON OUR MISSION MISION OF OUR ORGANIZATION

SUMMARY DOCUMENT

SORT ON SPACE SIZE

NOT FOR USE BY EVENT

HOW MUCH DOES THE CVB HAVE LEFT TO USE EVENT?

PEER ADVICE

FINISH TO FIND IMPLEMENTATION SAVES ME TIME

USEFUL TOOL

HEAT MAP

FOR HOW BUSY FOR THE YEAR

VISIT SALT LAKE
Expensive, but inspiration is not!

**JUST DO WHAT WE'VE ALWAYS DONE**

**Rapid Fire** (20 mins)

**CHALLENGE US to do it differently**

**CHALLENGE is COLLABORATIVE**

**I WANT to CHANGE**

**LET GO**

**SHARING ECONOMY**

**TECHNOLOGY**

**MAINSTREAM EVENTS INDUSTRY**

**HOW DO WE ENGAGE DIFFERENTLY?**

**ARE YOU INNOVATORS?**

**WE HAVE ACCESS that our clients don't**

**SUPPLIERS**

**ATTENDEES**

**SHOULD WE INNOVATE?**

**WHAT DO YOU WANT TO LEARN?**

**CHALLENGE SHOWN DURING INNOVATE EXPERIENCE**

**PERSONAL EXPERIENCE**

**TARGET YOUR AUDIENCE**

**FUN!**

**WE CAN CHANGE HOW ATTENDEES PARTICIPATE**

**UNIQUE SPACES**

**EXPERIENCE**

**SOCIAL MEDIA**

**MORE COST EFFECTIVE**

**HELP US MONETIZE THE INNOVATION**

**HELP US BE MORE INNOVATIVE**

**HELP US EMBRACE FAILURE!**