**BLUEPRINT SALT LAKE**

**HISTORICAL PERSPECTIVE**
- 2D + FACE in PAGE/PHONE INTERACTIVE
- 2000+ e-surveys
- COMPETITIVE ANALYSIS
- CUSTOMER ANONYMAY BOARDS
- CO-CREATION SESSION
- OPENING OPEN SET & WORKING GROUP
- OUTGOING REFINEMENTS
- OVERVIEW

**OUR NARRATIVE SCREENPLAY**
- GENUINE
- COORDINATED
- COMPELLING
- FOR THE COMMUNITY AND ITS VALUES

**LOOKING BEYOND... TRANSFORMATION**

**MODERNPIONEERS.ORG**

**ENTREPRENEURS/INNOVATORS EVENT**
- SHORT VIDEOS
- TALK ABOUT OUTCOMES
- MAJOR SPONSORS
- LOCAL/INTL
- BY CATEGORY

**Major Speakers**
- Vote on Ideas
- EVENTS
- SOLUTIONS
- Millennial Pioneer
- Futurist Conference

**CREATIVE FORMATS**
- INTERNATIONAL FOCUS

**1000+ STORIES**

**Tell Your Story Booth**

**Plant Seeds**
MY JOURNEY to SALT LAKE with LAURA BUTLER

DIVERSITY IS REALLY IMPORTANT TO ME

- Perfect location for our meetings
- No shortage of things to do
- Innovative multi-lingual

- Culture + Community
- 45% workforce participation

- Diverse leadership
- More progress in gender gap
- Leaders model behavior

- Millennials value lifestyle
- Not just about being seen in the office

- Wage escalation
- More done in a shorter time

OUTCOMES

- Challenge status quo by intimacy
- Lean circles led by men

- More work needs to be done
- Not about the quick win
- I'll get messy before it's ever done

- Delta's brand equity
- 16 million customers in 2018

TECHNOLOGY EMPOWERING YOU!

- $3.6 billion airport overhaul
- 97 total destinations
- Delta app updates

- Idea for pilots: better tech

- 1% of net income donated in charity
- Delta Share $153 million

DELTA AIRLINES

NO ONE BETTER CONNECTS THE WORLD

Visit Salt Lake / Customer Advisory Board / March 28-30, 2018
POST EVENT DATA COLLECTION & USE

- BEST WAY?
- MOST RELEVANT?

WHAT SHOULD WE BE ASKING FOR?

- EMPOWER MINT
- UPDATE YOUR PROFILE

OUR STORY

- MEASURE THE SQUISHY
- INTANGIBLE
- CARE EXPERIENCE
- IT'S SO HARD

WHAT ARE YOU ALREADY ASKING?

WE NEED TO KNOW WHAT YOU WANT TO KNOW

ATTENDING EXPO EXHIBITS SPACE
WHAT ELSE?

- TECHNOLOGY
- DATA USAGE
- BANDWIDTH
- USAGE
- CUSTOMER SATISFACTION

VALIDATE YOUR DATA

- HOW SATISFIED ARE YOU WITH THE DESTINATION?
- HELPFUL

- POST EVENT SURVEY DATA REPOSITORY
- HELPFUL
- THE RIGHT QUESTIONS
- WILL YOU RECOMMEND?
- WILL YOU RETURN?

WILL IT BE REAL?

DI DATABASE

MORE INFORMED

- 480 PAID SUBSCRIPTIONS
- NOT ALWAYS ACCURATE...
- AND OUTDATED
SALT PALACE Sustainability Initiatives

You can do...
1. Ditch the foam core
2. Food rescue
3. Find impactful homes for materials

All about people, you are here.

Innovation
Mex-EIC Innovation Sustainability

Business
Utah Green Business Award

Climate action
Rooftop solar
Low flow infrastructure

Responsible materials management
100,000 lbs food rescue

Landfill diversion
90% partners to 75% in 2019

Hospitality
Cleaner transit
Arts Theater

Partnership
Certification + re-certification
Most in the US
66% to 75% landfill division
Community impact

Service products