



**Different by Nature.**

**CUSTOMER ADVISORY BOARD  
March 28 – 29, 2008 Meeting Minutes  
Confidential**

**Board Members Attending**

Jan Ansbros	New York Life Insurance Company, Inc.
Lisa Astorga, CMP	Talley Management Group
Dr. Gene Carter	Association for Supervision and Curriculum Development
Mike Chandler	USA Volleyball
Marilee Chisholm	USANA
Nancy Elder	American Society for Microbiology
Michelle Harris, CMP	Electric Drive Transportation Association
Lori Jenks	Outdoor Retailer
Elyce Jones	Omniture
Dave Kanagy	Society for Mining, Metallurgy & Exploration, Inc.
Desirée Knight, CMP	The American Railway Engineering and Maintenance of Way Association
Marguerite Leishman	Association for Career & Technical Education
Stephanie Marshall, CMP	American Council on Education
Ross Mirmelstein, CMP	National Sheriffs' Association
Mike Morgan	Novell, Inc.
Andrea Reno	Young Men's Christian Association
Don Richardson	Stampin' Up
Amanda Rushing, CMP	American Society of Civil Engineers
Matthew Schermerhorn, CMP	AAA
Keith Schlesinger	American Society of Agronomy
Lil Shepherd	
Kendall Starkweather, Ph.D., DTE, CAE	International Technology Education Association
Shari Wilson	Rotary International

**Salt Lake Host Committee**

Scott Beck	Salt Lake Convention & Visitors Bureau
Pat Holmes	Salt Lake Convention & Visitors Bureau
Bruce Fery	The Grand America Hotel
Mark White	Salt Lake Convention & Visitors Bureau

**Facilitator**

David Kliman, CMP, CMM

The Kliman Group

**Gallery Attendees**

Lee Adamson

Jason Badell

Ann Bangerter

Tessa Baysinger

Rachel Bremer

Kendall Card

Mayor Peter Corroon

Jeremy Cunningham

Kim Dalby

Mark Ereksen

Kevin Falarido

Royce Failner

Connie Harmston

Annie Harrell

Dan Hayes

Patrick Higgins

Allyson Jackson

Gregg Lofgran

Steve Lindburg

Steve Lundgren

Tyson Lybbert

Michael Mack

Caryn Morris

“B” Murphy

Ruth Naccarato

Todd Ness

Robert O’Neil

Sally O’Neill

Kelly Olsen

Karen Osment

Chris Peterson

Dennis Porter

Julie Rhoads

Eric Thompson

Tamme Thompson

Angela Tyler

Eric White

Dan Williams

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

Hotel Monaco

Salt Palace Convention Center

Shilo Inn

Base Camp

Mayor of Salt Lake County

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

The Grand America Hotel & SLCVB Board of Trustees

Hilton Salt Lake City Center

Salt Lake Convention & Visitors Bureau

Sheraton City Centre

Salt Lake Convention & Visitors Bureau

Salt Palace Convention Center

Salt Lake Convention & Visitors Bureau

Salt Palace Convention Center / South Towne Expo Center

& SLCVB Board of Trustees Executive Committee

Hilton Salt Lake City Center

Hilton Salt Lake City Center

Marriott Salt Lake City Downtown & Chairman of the Board SLCVB

Marriott Salt Lake City Center

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

Modern Exposition Services & Chairman & Convention

Facilities Advisory Board

Snowbird Ski & Summer Resort

Salt Lake Convention & Visitors Bureau

Salt Lake City Marriott Downtown

Salt Lake Convention & Visitors Bureau

Rare Method

The Grand America Hotel

Salt Lake Convention & Visitors Bureau

Red Lion Hotel Salt Lake Downtown

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

Salt Lake Convention & Visitors Bureau

Rare Method

Radisson Hotel Salt Lake City Downtown

## Friday, March 28, 2008

### *Welcome*

Board members, Salt Lake hosts and Gallery attendees made introductions.

### *Opening Comments – Scott Beck and David Kliman*

Scott and David welcomed the Board and thanked them for their time and commitment to Salt Lake. The Board was asked to speak honestly and openly on behalf of the meetings and convention industry as well as their respective organizations. The Board's role is to act as a sounding board; a highly relevant sample of Salt Lake's target meetings and convention audience. Salt Lake will listen and learn from the Board and appropriate action will be taken on its recommendations.

### *Action Items and Recommendations from October 2007 Meeting were reviewed by David Kliman; – progress on each item is shown in bold type*

- The Board was asked to send David Kliman their top 3 best practice picks for CVB websites based on ease of navigation – **completed; see recap of comments below**
- Film video testimonials during the Spring 2008 meeting of the Advisory Board – **filmed on site at meeting**
- The Bureau's list of client references (online and in print) requires updating and should be sorted by like groups, not by date – **references updated; sorting parameters to be implemented at later date**
- Communicate transparently regarding alcohol regulations and Sunday restaurant closures - **Sunday restaurant information included on new "Convention & Meeting Planning" microsite; alcohol regulations to be addressed as well in phase 2**
- Sell the value of Salt Lake's low cost and strong culture of customer service – **as part of this strategy, new creative ad brief was reviewed**
- Create themed event packages promoting options for networking and events; promote to buyers to address the "nothing to do" misperception – **work in progress; update at next Advisory Board meeting**
- Create Sunday evening packages to counter closures of many restaurants; continue efforts to get restaurants to open Sundays when large groups are in town – **to begin this process, new "Convention & Meeting Planning" microsite will address restaurants open on Sunday; package concept is still being discussed with restaurant community**
- Continue lobbying efforts to allow higher density of bars and clubs – **ongoing efforts with new Salt Lake City Mayor Ralph Becker and Downtown Alliance; progress will be reported at a later date**
- Market Salt Lake's well-trained labor and volunteer work force – **message to be added to all marketing and sales tools, including a section in new bid book emphasizing this benefit**
- Send reprints or web link of October 2007 Delta Inflight *Sky Magazine* to potential and current customers – **250 of SLCVB target accounts, which have been qualified as a good fit for Salt Lake and meet booking parameters, have received the reprint; web link will be included in new "Convention & Meeting Planning" microsite**
- Create targeted ways to include outlying hotels in communications and quarterly meetings to improve their service to citywide convention attendees and planners - **quarterly meetings**

**with hotel GMs of outlying hotels have been scheduled through 2008 and will continue as an ongoing program**

- Evaluate attendees' experience in outlying hotels during next series of large citywides – **work in progress; report at November Advisory Board meeting**
- Create stronger communications tools to educate suppliers regarding economic and service impact of large conventions; including taxi companies and drivers - **work in progress; report at November Advisory Board meeting**
- Advertising & Branding – **proposed creative brief for new ad campaign was reviewed at March meeting**
  - The Board recommended ads targeting the meetings market clearly showing images related to social networking
  - Use “business” messages which mix pragmatic and emotional images (networking and spectacular scenery).
- Website recommendations: **proposed web site recommendations were presented on Beta site and reviewed at March meeting**
  - Change the word “Accommodations” to “Hotels” in the left hand navigation
  - Delete wasted white space on the Hotel page
  - Hotels should be searchable by size, banded by geographic distance and include distance from Convention Center, total number of rooms and AAA rating
  - Move credit card and dollar range legend from bottom to top of the page
  - Delete the hanging chad “E” from the credit card legend
  - Ensure major renovations and construction are noted prominently on hotel listings
  - List in-house Starbucks location on hotel home pages
  - Create an *At a Glance Fact Sheet* listing capacities, pricing, service providers for all major venues and suppliers
  - Venues should list planners' ability to use own service providers (catering, production etc.)
  - Online search should include distances in miles from the Convention Center and use a banded ring to also show distances from the core areas surrounding the Center
  - Services area should include FedEx/Kinko's, Pharmacies, Hardware and Cell Phone stores, Hospitals, Urgent Care, Post Offices etc.
  - Crisis Plan for CVB and Convention Center should have a prominent and separate link
  - List “What's New” prominently “above the fold” on the website
  - List restaurants' hours of operations, searchable according to whether they are open on Sundays
- Green Meetings: **will be addressed in phase 2 of “Convention & Meeting Planning” microsite**
  - Create “Green Meetings” left link and list prominently on the CVB Home Page with an icon
  - Provide information regarding Carbon Offsets and other environmental sustainable tools in this area of the website
  - Green Meetings Industry Council [www.greenmeetings.info](http://www.greenmeetings.info) was cited as a best practice organization addressing key sustainability issues
  - Promote LEEDS Silver certification of the Convention Center

Please list up to three of your favorite CVB websites which offer the best NAVIGATION (not content) for meeting professionals/show organizers: **comments below regarding web sites that influenced the restructuring of our “Convention & Meeting Planning” microsite**

- Indianapolis
- Kansas City – like “What’s New” section – will be adding this to our microsite with detailed information on the \$1 billion City Creek development downtown
- San Antonio – top navigation only so you keep majority of your information “above the fold” – we dropped our left-hand navigation and moved everything to the top
- San Diego – liked consistency with branding/message; however found navigation confusing
- Detroit – search area at the top of the site – moved our search to the top
- Chicago – special event venue navigation is easy to search for specific venues – will be implementing this type of search capability
- Atlanta - has a spreadsheet on screen of special event venues
- Washington DC
- Spokane
- Las Vegas CVA meeting site - extremely user friendly. The map feature is awesome and the search buttons are quick and easy to navigate.
- Chicago CTB meeting site - user friendly. I really liked the McCormick Center expands section. The maps & transportation section had flight times and drive times to Chicago defined. Green Chicago section!!! I also like the ChooseChicago site designed for exhibitors and attendees. Great idea!!
- San Diego CVB meeting site. I was on the Advisory Board and helped them with this site. They promote your event section has lots of great tools. The event services section has a ‘what's new’ sub-section that should be more prominent but still useful. **Content is great, but still navigation is a bit confusing.**
- Fort Lauderdale

### ***Table Talk***

The Board was asked to talk briefly about key strategic issues within their organizations; the following is a summary of their comments:

**David Kanagy - Society for Mining, Metallurgy & Exploration:** Experiencing significant membership growth; meeting attendance is up 35% and revenues have doubled. Mineral prices are on the rise. Key issue is the war for talent which extends its reach from high school students to public policy advocacy related issues.

**Marguerite Leishman - Association for Career & Technical Education:** Association changed its name to better reflect its membership of students and teachers. Association relies on government funding and sponsorship to achieve goals. Experiencing a reduction in student members.

**Lori Jenks - Outdoor Retailer:** Tough economic times resulting in strong focus on maintaining attendance and exhibitor numbers and managing travel costs through partnerships with cities and facilities.

**Amanda Rushing - American Society of Civil Engineers:** Katrina, Boston’s Big Dig and Minneapolis bridge collapse have combined to create stronger awareness regarding importance

of civil engineering and the poor state of the country's infrastructure. Despite this, the association is experiencing a war for talent and a simultaneous reduction in student interest in the profession.

**Shari Wilson - Rotary International:** World economic downturn has impact on meeting which are attended purely on a discretionary basis by members who have a strong desire for volunteer service. U.S. visa restrictions are problematic and combined with world economics make predicting attendance difficult. \$100 million matching partnership with Gates Foundation to eradicate polio is underway.

**Michelle Harris - Electric Drive Transportation Association:** Experiencing a surge in membership seeking leadership and education. Educating politicians regarding technology and realistic solutions is a key focus.

**Ross Mirmelstein - National Sheriffs' Association:** Key issues include public awareness and education regarding the role of Sheriffs, who are elected officials. National economy, need for federal grants and cooperative partnerships with organizations such as AARP are also key issues.

**Don Richardson - Stampin' Up:** Scrap Book association now in 20<sup>th</sup> year of operation with 35,000 representatives, 99% of whom are female. Security at their convention is a constant concern; works closely with local law enforcement officials to address this issue.

**Desirée Knight - The American Railway Engineering and Maintenance of Way Association:** Focus is on railway engineering. The war for talent, an aging membership and environmental sustainability are key issues facing the organization.

**Lil Shepherd:** Starting a new job on April 2, contact information will be shared after that date due to non-compete clause. Alternate health care industry members are typically cost conscious and "green" minded with significant food and scent sensitivities. Utah offers great solutions and products for these meetings.

**Elyce Jones – Omniture:** Company is focused on web optimization. Acquired key competitor in 2007; merging cultures and managing growth are key issues. Technology solutions for managing meetings are critical.

**Mike Chandler - USA Volleyball:** Developing quality Olympic teams is a key focus for the organization which is non profit and gets no US Olympic Committee or government support unless the teams medal. Economy downturns hurt sporting organizations; controlling costs is critical. Most attendees plan family vacations around their events. Lack of widespread public appreciation of the sport hinders the organization.

**Stephanie Marshall - American Council on Education:** Members are aging resulting in a war for talent. Key issues include finding a diverse pool of new talent; campus safety and programs for returning injury war veterans. Meeting attendance is up 20%; revenues and meeting costs are increasing.

**Mike Morgan - Novell, Inc.:** Experiencing last minute requests from upper management to book large (1,500 person) meetings. War for talent is on-going, but as a local Salt Lake company, the availability for high quality temporary staff is advantageous, especially for the

meeting hosted in Salt Lake. Always seeks technological solutions. Seeking ways to weed out “professional” meeting attendees who register simply to win prizes and take away gifts which they can later sell.

**Kendall Starkweather - International Technology Education Association:** War for talent and a changing demography are key issues. Seeking 21<sup>st</sup> Century teaching tools and solutions to assist schools stuck in the 20<sup>th</sup> Century. Meetings are focused on delivering enhanced education solutions and networking opportunities. There is growing focus on potential of virtual meetings.

**Nancy Elder - American Society for Microbiology:** Association has 43,000 life science and MD members; 33% are non-US based. Focus is on three issues; needs assessment, ROI (Return on Investment) and collaboration. Nancy is also PCMA’s 2008 Chairwoman, and ironically, they are focusing on these same three issues.

**Matthew Schermerhorn – AAA:** Organization is challenged to maintain high service level in an on line world; previously most transactions had been face to face. Social responsibility, alternate fuels, traffic and child safety advocacy are key issues for AAA. Incentive events are increasingly subject to federal laws.

**Marilee Chisholm – USANA:** Holds an annual meeting in Salt Lake; meeting has grown from 3,000 attendees in 2001 to 8,000 in 2007. Most attendees have full time jobs in addition to their USANA involvement. A poor economy drives growth for the organizations, but registration is flat for the first time in 10 years. Hotel cost is the number 1 issue for attendees, who pay their own way.

**Gene Carter - Association for Supervision and Curriculum Development** is a nonprofit, nonpartisan organization that represents more than 175,000 educators from 119 countries; members span the entire profession of educators—superintendents, supervisors, principals, teachers, professors of education, and school board members. The organization addresses all aspects of effective teaching and learning such as professional development and educational leadership. The 2007 fiscal year was the strongest ever. Challenges include addressing an aging membership, lobbying policy makers and offering 21<sup>st</sup> Century skills against 20<sup>th</sup> Century paradigms and systems.

**Jan Ansbro - New York Life Insurance Company** is 163 years old and has \$275 billion under management. There are no mortgage-related issues and the company is very secure. It is expanding in China, Argentina, Brazil, Mexico and other countries and expects overseas revenues will soon exceed domestic revenues. The meetings department is experiencing a war for talent and is subject to flat budgets. New York Life is a very conservative company and Jan is always having to take this into consideration when selecting destinations and planning meetings.

**Andrea Reno - Young Men's Christian Association (YMCA):** There are more than 2,500 YMCAs in the country, which serve more than 20 million people each year regardless of age, race, faith, background, ability and income levels. Founded in 1851, the Y invented many sports including basketball and volleyball. The Y is reinventing itself – it is not the old YMCA your parents knew and grew up with; among its key issues are creating solutions to the obesity epidemic. There are 65,000 employees and 500,000 volunteers. Andrea and her colleagues manage 300 meeting per year and 1 national conference which takes place once every 4 years.

**Keith Schlesinger - American Society of Agronomy:** Keith manages meetings for American Society of Agronomy plus the Crop Science Society of America, the Soil Science Society of America and the Entomological Society of America. Key issues include member retention, developing new programs and the politics of environmental sustainability, carbon footprint and offsets and their impact on green meetings.

**Customer Report Cards**

**Jan Ansbro from New York Life provided the following report on their recent meeting in Salt Lake:**

- Incentive meeting required a desirable destination
- Tiered Qualifiers and Company Executives with spouses and children
- History of Executive Council (4 meetings vs. 2 meetings vs. 1 meeting)
  - 1999 --(4) 2 back to back at Boca Raton Resort & Country Club, Boca Raton, FL  
2 back to back at San Diego Sheraton, San Diego, CA
  - 2000 --(4) 2 back to back at Westin Seattle, Seattle, WA  
2 back to back at Sheraton Toronto, Toronto, Canada
  - 2001 --(2) 4 back to back at Gaylord Opryland, Nashville, TN
  - 2002 --(4) 2 back to back at Tampa Marriott, Tampa, FL  
2 back to back at Point South Mountain, Phoenix, AZ
  - 2003 --(1) Disney’s Coronado Springs, Orlando, Florida
  - 2004 --(1) Gaylord Texan, Grapevine, Texas
  - 2005 --(1) Salt Palace Convention Center using Little America, Marriott City Center, Downtown Hilton, Monaco, Marriott Downtown, and Radisson
- Salt Lake met New York Life’s business requirements
  - Flat budget
  - 1,600 peak sleeping rooms
  - 45,000 sq ft ballroom
  - 10 staff offices
  - Concurrent workshops
  - Equivalent sleeping rooms at 3 and low 4 star hotels at the same cost
  - Move from hotel ballroom space to first time user of a convention center

**Salt Lake’s Four-part Solution:**

**1. CVB**

- a. Penny Pinkerton, Diane Utley, Julie Rhoads and Mark White did a great job!
- b. Provided simplified and standardized hotel contracts
- c. Hotel rebate for convention center rental fee
- d. Community: airport arrival, signage in store fronts, banners

**2. Sleeping Rooms**

Hotels	ROH/Suites	Luggage tag
Hilton	425/18	Red
Monaco	176/12	Pink
Little America	100/12	Yellow
Marriott City Center	242/25	Blue
Marriott Downtown	349/17	Purple
Radisson	65	Green

**Room rates**

Room:	\$135 per night per room single or double occupancy
Housekeeping:	\$2 per night per room
Tax:	11.2% per room per night
Porterage:	\$10 per room round trip



### **3. Function space at the Salt Palace Convention Center**

#### **4. Event Highlights**

- Mormon Tabernacle Choir concert
- Final Night – one venue for 3,200 people: food, beverage, music, speed skaters, individual skating, dancing, bungee jumping at the Utah Olympic Oval. Jeffrey Berke Productions managed the event and it was fantastic.

#### **5. Areas for improvement**

- Construction in county-controlled space (Salt Palace) was not communicated clearly in advance. This needs to be addressed.
- Felt “nickled and dimed” for some items at Salt Palace. Costs should be packaged and communicated in advance.

#### ***Kendall Starkweather - International Technology Education Association***

Used Salt Lake in 1991, 2000, 2008; the last conference was February 21-23, 2008. Attendance was 1,313 and the Salt Palace and Marriott Downtown had been used for every conference. Trade Show was held in Salt Palace Halls A & B using 48,600 & 24,300 square feet.

The goal of the 2008 meeting was to provide leadership in the design and development of quality instruction, research, and services in technology, innovation, design, and engineering education.

#### **Why ITEA uses Salt Lake:**

- Located in the middle of its western region
- Personnel at CVB, hotels, and convention center have been consistently good
- Many value ranges are available in housing and other venues
- Easy to get a solid Local Planning Committee
- Conference package is compact and located in the right part of town
- Labor costs are reasonable
- Conference attendees have enough to do without distracting from good session attendance
- Great convention center
- Close to a major airport

#### **Attendee Feedback to “How did you like Salt Lake as a conference location?”**

- |                                 |                                |
|---------------------------------|--------------------------------|
| • 35% Rating 6 (Highest rating) | • 08% Rating 3                 |
| • 28% Rating 5                  | • 06% Rating 2                 |
| • 19% Rating 4                  | • 03% Rating 1 (Lowest rating) |

#### **Attendee perception of Salt Lake**

- |   |  |
|---|--|
| • Attendees tend to feel safe                                   | • Street people across from Convention Center create an unfavorable impression |
| • Family History Library and choir are always great             | • Public relations materials, mailings, and support from the CVB were perfect  |
| • Winter sports are a positive factor                           |  |
| • Visitors tourism center is great                              |  |
| • CVB support as we got closer to the conference date was great |  |

- Media consultant was helpful, response rate & attention was not good
- More than usual comments made about the high cost of flying to Salt Lake

### **Kendall's personal thoughts about Salt Lake**

- People outside of the region think that it snows in downtown Salt Lake every time the mountains get snow
- Lack of attendee awareness regarding The Gateway shops
- Rebuilding downtown is a good thing and has our curiosity going
- Curiosity about the Mormon facilities causes many to visit Temple Square at one time or another
- Everyone who thinks they need a drink can get one!
- A big valley with a small town feel
- In the end, it is the kindness of people that makes a difference. Salt Lake has that!

### ***Dave Kanagy - Society for Mining, Metallurgy & Exploration***

February 2008 meeting in Salt Lake attracted 4,171 attendees, "Salt Lake works for SME". The current hotel package is good and offers a wide range of rates but there remains a strong need for a 1,000 room branded headquarter hotel attached to the Salt Palace to accommodate similar groups. The association also met in Salt Lake during 2005 and 2005 and is booked again for 2013.

### **Highlights:**

- Omar at the Marriott Downtown is "the best hotel guy anywhere"!
- The Housing Connection (THC) did a great job – concerned about integration with their database – IMUS – need THC to have the capability to perform this integration if they are to continue with them.
- Salt Palace is "clean and well laid out", one of the best in the country

### **Areas for Improvement:**

- Need a 1,000 room headquarter hotel
- Shilo needs immediate renovation; many complaints about this hotel
- Plaza Hotel contract and BEO were not received on a timely basis
- Training issues regarding deliveries at some hotels and at The Salt Palace
- Concession stands at Salt Palace need more consistent hours of operation, especially on Sundays
- Salt Palace food service was "good, but not terrific"
- Felt "nickled and dimed" for some items at Salt Palace. Costs should be packaged and managed in advance.
- Lacking weekend coverage by Utah Food Service
- Meetings rooms were not set up on time on Saturday; this was addressed on site

### ***Mike Chandler – USA Volleyball***

### **Highlights:**

- Salt Lake "really works" for USA Volleyball
- Safe and secure destination highly suitable for sport groups

### **Areas for improvement:**

- Work to change inaccurate perceptions regarding LDS Church
- Sell Salt Lake as a safe and secure destination
- Find solution to hotels which reduce or withdraw room block commitment after bid is awarded
- Need to create long-term hotel partnerships with sports groups using Atlanta-style model
- Need to find a way to lock out travel agent “pirates” who ambush room blocks by getting a block of rooms from the hotels and then promote their own room block/rate directly to attendees
- Establish method to credit organization for rooms booked outside the block

### ***Connecting to the Customer – Customer Advisory Board***

The Board was asked to discuss effective ways in which Salt Lake can best develop and maintain meaningful and beneficial relationships with meeting buyers. The following feedback was provided:

- Sales professionals need training to assist them to transition from “schmoozing the client to creating a real dialogue” which is solution- based and develops strategic relationships
- Do homework, ask the right questions. Review potential customers’ website to obtain information regarding their meetings
- Improve communications between hotels and the CVB to better coordinate sales calls and prospecting
- Bring clients to General Managers’ meetings to discuss specific issues
- Connect customers to Salt Lake’s intellectual capital, business leaders and resources
- Starwood’s program to connect (non-sales focused) senior executives with customers was cited as a best practice
- New Orleans CVB’s “Director of Customer Experience” model was cited as a best practice
- Anything which destroys silos and streamlines the customer experience is high desirable

### ***Advertising Creative Brief – Eric White***

The Board was presented with potential ad concepts designed to get more meeting professionals to consider Salt Lake as a meeting destination; the following feedback was provided:

- Ad concepts are “dull and dead”
- Need to target meeting buyers with a strong message
- The ads shared don’t resonate with buyers; they are more directed to attendees
- “Did you Know” ads work best; share pragmatic information
- ¾ of the Board “rip and read” trade publications and don’t read most ads
- Some members stated that CVBs have to do it all; print advertising, trade shows, e-mail updates, newsletters (paper and electronic), etc. CVBs need to keep their name out in the market place and can’t stop advertising
- Strong need to target various audiences effectively
- Mobile access to information is critical; print ads are less effective
- PCMA’s weekly email with sponsored ads are well received and are considered effective
- San Francisco Hilton’s weekly email campaign was cited as a best practice
- Create subcommittee chaired by Elyce Jones to evaluate future content and direction

### ***Meetings Microsite Discussion – Scott Beck and Eric Thompson***

The meetings microsite was reviewed (see data below for complete microsite background). The Board offered the following feedback:

- Pragmatic information is most critical – “focus on function, not glitz”, less banner space, use real estate for information
- Front page has “far too much eye candy”
- Put “What’s New” on front page, “starburst” it
- Ensure upper left corner of all pages are optimized for maximum impact
- Redesign Delta jet so it doesn’t look like it’s crashing into the Convention Center
- Ensure convention calendar is kept up-to-date and is displayed prominently
- Create tab for Green Meetings
- Factoids are a great tools – use them throughout
- Use rollovers with key facts, square footage, number of rooms, distances etc.
- Change the term “Testimonial” to something hipper and with less religious overtones
- Link 360 degree views and floor plans on hotel sites
- Meeting planners backpack – some members suggested changing to a more business-like image/icon – many of them thought it was promoting the backpack as a give-away
- Use term “Meeting Professional” instead of “Meeting Planner” throughout the site

Current Site: [www.MeetInSaltLake.com](http://www.MeetInSaltLake.com)

Development site: [http://67.138.120.230/meeting\\_professionals/](http://67.138.120.230/meeting_professionals/)

### **Meeting Home Page**

#### **1. Changes to Landing Page**

- a. Smaller header graphic and wider page to allow more info on first view
- b. More color and imagery
- c. Change in Navigation to easy-to-use drop down navigation similar to windows type navigation
- d. Allow navigation to occur from visual images on page

#### **2. Convention Facilities**

- a. Convention Facilities have more prominence on home page. Direct link to the websites of each of Salt Lake’s large meeting facilities

#### **3. Convention District At-a Glance**

- a. Important to be able to view our hotels, venues and other services at-a-glance, especially for the area we have termed the Salt Lake Convention District
  - i. **Salt Lake Convention Package** – A quick one page information sheet explaining the positive benefits and scope of our convention package
  - ii. **Easy Access** – Link to a map that shows over 100 non-stop cities serviced by Delta Air Lines
  - iii. **Hotels, Restaurants, Venues** – At-a-Glance – Go through all three explaining the sortable categories; will have ability to select any of the sortable members to populate lists and map functions
  - iv. **Convention District Map** - Shows the Downtown Convention District, Salt Palace, hotels, venues, attractions & restaurants
  - v. What’s New – will showcase downtown and area development
  - vi. **Past & Future Groups** – Show the size and type of past and future conventions held in Salt Lake

- vii. **Testimonials** – Third-party endorsements - developing a video player that will show Board members and others discussing the positive aspects of planning, hosting and attending conventions in and around Salt Lake

#### 4. **Meeting & Event Planning**

- a. Will include information from the Convention District plus all meeting and event options in the Salt Lake area. Hotels, venues and other service providers will be searchable in this area.
- b. Similar table will be built and will have sortable information similar to the Convention District At-a-Glance - this area will pull specific meeting information, similar information to chart
  - i. Newly added features will include, on-site dining and coffee shops, convention specific info, up to 5 images, Google map of area, virtual tours user reviews in the neighborhood feature
  - ii. One request was to also add an area for construction and major renovation. This will be linked to hotels off their websites.
- c. **Submit RFP/Contact Us**
  - i. **Submit RFP**
  - ii. **Contact Us** – Resource to reach sales team or convention services team
  - iii. **Request Meeting Planner Guide** – Submit request or view interactive guide online. Uses page turner technology and can be printed.

#### 5. **Sports Event Planning**

- a. New area for the site and will have much of the same information as meeting & event planning, but will be focused on sporting venues. Presented in a chart format that will include type, size, and location of venues.
- b. **Sports Event Testimonials** – Third party text and video testimonials of planners and participants

#### 6. **Convention & Meeting Services**

- a. This is one of the strengths of the SLCVB
  - i. **Meeting Planner Backpack** - The place to access attendance promotion information. Most did not like the backpack icon to reference this information.
    - 1. Logos and Photos
    - 2. Promotional Copy
    - 3. E-mail Campaign Builder
  - ii. Interactive services directory – the place to search for all other types of convention services member providers. Not yet built, but will use check box technology to allow users to search for any of the service categories that are listed.
  - iii. The 411 – Other important information not listed elsewhere. Limited information and location for hospitals, drug stores, places of worship and other miscellaneous services not covered by SLCVB membership directory.

#### 7. **Salt Lake Interactive**

- a. This is the area that houses many of the overall interactive databases. Many users may want to go directly to this area to access information.
  - i. Maps – Google w/satellite and street view, Google Earth with buildings in place
  - ii. Complete Image Library
  - iii. All Testimonials

- iv. Virtual Tours – The company that produces the CVB’s print guide is creating virtual tours of many areas of Salt Lake and surrounding areas
- v. All video content will be on video player format
- vi. My Salt Lake – social networking opportunities located here

**8. Other Global Navigation Areas of the Site**

- a. **NowPlayingUtah.com** – A new site that is a one-stop source for arts, events and culture throughout the state of Utah
- b. **My Salt Lake** blog Meeting Planner Backpack
- c. **Hotel booking widget** on Visit, Ski, Travel Trade, and Media microsites

**Saturday, March 29, 2008**

***Social Networking***

The Board was briefed on the ramifications of social networking and its impact on meetings and conventions. The following feedback was provided:

- Currently it is a tool used primarily by younger people, but its importance cannot be ignored
- Role of technology solutions will only increase
- Understanding and evaluating technology’s return on investment is often problematic
- Need to find a balance between new and “old school” tools
- Unclear how social networking will impact face-to-face meetings

***Convention Center Pricing Models***

The Board was asked to discuss convention center pricing models and how Salt Lake can best compete from a cost perspective; the following feedback was provided:

- Transparency is highly desirable in all pricing models; need to know costs upfront, no hidden costs, do not “nickel and dime”
- Incentive funds should be made transparent
- Provide fact sheet listing prices, exclusive vendors and contact information
- Respond to RPFs with pricing
- Destination partnerships (i.e. Baltimore, Fort Worth & Sacramento) were cited as desirable
- Strong desire for Center to provide projected prices well in advance; Board appreciates this is possible for some, but not all areas. Labor costs are hard to forecast.

***What’s in a Name?***

The Board was asked to discuss whether the name of a CVB has meaning to meeting professionals and other key industry stakeholder; the following feedback was provided:

- CVB name must clearly express “ who you are”
- “It’s all about the brand and the service experience, not what you’re called”
- “Don’t make it confusing i.e. Tampa Bay & Co – could be a clothing retailer”
- Keep the name Salt Lake Convention & Visitors Bureau

***Wrap Up***

The Board was thanked for their commitment to the process of continuous improvement for Salt Lake. Their feedback was tremendously helpful; their candor and honest dialogue will be put to good use

***Salt Lake March 28 – 29, 2008 Meeting Minutes***  
***Recommendations and Action Items***

- Create a website subcommittee chaired by Elyce Jones to evaluate future content direction
- Convene a meeting with key hoteliers and several leading meeting professionals to discuss honoring room block commitments and rates
- Microsite recommendations:
  - Pragmatic information is most critical – “focus on function, not glitz”, less banner space, use real estate for information
  - Front page has “far too much eye candy”
  - Put “What’s New” on front page, “starburst” it
  - Ensure upper left corner of all pages are optimized for maximum impact
  - Redesign Delta jet so it doesn’t look like it’s crashing into the convention center
  - Ensure convention calendar is kept up-to-date and is displayed prominently
  - Create tab for “Green Meetings”
  - Factoids are great tools – use them throughout
  - Use rollovers with key facts, square footage, number of rooms, distances, etc.
  - Change the term “Testimonial” to something hipper and with less religious overtones
  - Link 360 degree views and floor plans on hotel sites
  - Meeting planners backpack – some members suggested changing to a more business like image/icon
  - Use term “Meeting Professional” instead of “Meeting Planner” throughout the site