

SLC IMAGE & PERCEPTIONS



DRY - NO ALCOHOL
WHITE - NO DIVERSITY
MORMON - LDS

MISPERCEPTION on REALITY
based on our LIQUOR LAWS



WE DON'T WANT to be NEW ORLEANS

THIS CAN BE an ASSET with SOME GROUPS ... LIKE MINE!

STRATEGIC

USE YOU in the RIGHT MOMENT



EDUCATE OUR ATTENDEES



TELL the STORIES

- PEER to PEER
- ATTENDEE to ATTENDEE



POSITIVE NORMALIZATION

* FOCUSING ON CONVENTION CENTER HOTEL

COMBAT the NEGATIVE

HEALTH of the CITY

FAMILY
LOW UNEMPLOYMENT
WEALTH OF HUMAN CAPITAL

TRUMPET YOUR ASSETS

HUGE BONUS

MESSAGE that SHOWS change!

WITH HUMOR
PERSONIFY SALT LAKE

CULTURAL and DESTINATION (NOT PRODUCT)

URBAN DESTINATION

DOES the LDS OWN the SALT PALACE?

the EVOLUTION & SALT LAKE

TARGETED MESSAGE
→ VACATION DESTINATION
→ EASY FOR PLANNERS

#1 PRIORITY

RAISE the APPEAL to the CONSUMER

LOST 60 PIECES of BUSINESS in 2013

LACK of DESTINATION appeal



BORING

RURAL

graphic footprints

EMBRACE FAMILY FRIENDLY, CLEAN SAFE

WE ARE HOT!



CEO and BOARD EXECUTIVE FORUMS



COST of HOSTING ASAE is MORE than OUR MARKETING BUDGET for that YEAR

BUT WHAT ABOUT the TARGETED & SMALLER GROUPS

HOST a HI-PO EXECUTIVE SYMPOSIUM
→ RELEVANT / AUTHENTIC