

MEETING INDUSTRY TRENDS,  
KEY ISSUES, and PROBLEM SOLVING

D I S R U P T I O N

**CC HOTEL**  
 • LAST 17 HOTELS WERE LIMITED SERVICE  
 • WE CAN'T SUPPORT A RITZ-CARLTON/JW MARRIOTT BRAND

ENTIRE CITIES HAVE LOST DUE TO HQ HOTEL

IN SALT LAKE, THE HQ HOTEL SERVES THE CONVENTION CENTER!

DMOs HAVE NO CONTROL IN OTHER CITIES

HQ HOTEL CONTRACT

**CHANGES the PMO ROLE**  
 BRING MARKETING TO THE ATTENDEES  
 - DMOs MARKET TO ATTENDEES

**HEAVY MEMBER INVOLVEMENT**  
 WHY AM I NOT ATTRACTIVE TO THE HOTELS?  
 I WANT TO FOCUS ON THE FUN STUFF ... NOT CONTENT

"I CAN PLAN A USER CONF"

"EXPERT" ... CAN GET BURNED.

**BRING MEMBERS INTO THE PROCESS**  
 ENGAGE CO-CREATE WHILE MAINTAINING FUNCTIONAL LEADERSHIP

WE WON'T GIVE YOU OUR DATA

... FIND OTHER WAYS TO REACH OUR ATTENDEES  
 ONEFLIX OR 4 TIMES AD

DC IN AUG.

CHANNEL THEIR TIME INTO SOMETHING OF VALUE

WE KNOW WHAT WE'RE DOING

EVOLUTION of the models  
 MANAGING TRANSITIONS and MANAGEMENT

**MULTI-GENERATIONAL**  
 TEAMS STAFF ATTENDEES

EVENINGS ARE NINE

DOESN'T NETWORK IN THE SAME WAY

COMMUNICATE DIFFERENTLY

PROVE THAT YOU'RE THE REAL DEAL

OWNERSHIP ENGAGED

INNOVATION FUND \$2000

**TECHNOLOGY**  
 VIRTUAL/AUGMENTED REALITY/AI

IT'S COMING!

I CAN HELP YOU PLAN YOUR TRIP

YOUR PREFERENCE BY WAYS ON

ENTRY LEVEL

VR SITE VISITS

WITH QUOTES/DETAIL FROM CLIENTS

VINTAGE IS IN!

**CONTRACT HB 110**  
 WE CAN PULL OUR GREAT ANTI-DISCRIMINATION LAWS.

ASBE IS NOW PUTTING IT IN THEIR CONTRACTS

HB 110 CLAUSES? ... NOT LOCALLY MET.

MORE EXTENSIVE FORCE MAJEUR CLAUSES

OUR COUNTRY (MEMBERSHIP + ORG.) IS DIVIDED.

No! Yes!

REFLECTS THE BOARDS POSITION

**ALUMNI GROUP**  
 SHARE INFO AROUND BIG EVENTS, POLICIES

PAST PRESIDENTS

I DON'T FEEL IMPORTANT ANYMORE ..

... BUT 10 YEARS AGO

YOU'RE LEADERSHIP IS INVALUABLE ... BUT YOU'RE IRRELEVANT

CONNECT THEM TO THE REAL WORLD

WHAT ARE THESE THINGS ...

**WE NEED MORE INVOLVEMENT**

TRUSTEES OWN OUR MEETINGS

SOCIAL MEDIA PERSON

REACH OTHERS TO BE COMFORTABLE

EDUCATE THROUGH MEETINGS

**HOTELS**  
 TELL US HOW TO BE MORE ATTRACTIVE

YOU DO NOT MEET THE CRITERIA

MAKE IT A DIALOGUE

TRANSPARENTLY

WHO IS THIS EVENT MANAGER?

DO NOT ENTER