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New Director of Event Sales Named

at Salt Palace Convention Center

Nikki Taylor steps into a leadership role at the Salt Palace Convention Center as the newly-named Director of Event Sales. Ms. Taylor will be responsible for overseeing client relations and developing the process of integrating the Sales and Events Departments into one.  This new approach is designed to provide a high level of customer service, increase communications and build long-term relationships with national and local clientele.

General Manager Dan Hayes is eager to implement this innovative approach. “This new direction will greatly benefit the way we do business and creates a precedence within our corporate structure. I am confident in Nikki's ability to set new standards not only in our facility, but industry-wide,” said Mr. Hayes.

Ms. Taylor has been with the Salt Palace Convention Center for over 10 years and has worked in a variety of departments, including the Business Center, Event Services, Events and Sales. She moves into this Director position from having the role of Senior Sales Manager for the past year.

Her vast knowledge of facility operations and commitment to excellent customer service will help define this new department. “I’m very excited about taking on the challenge of integrating the Sales and Events departments. This will be a unique model for our company. It will give us an opportunity to really get to know our clients and be able to provide them a seamless experience, from the initial site visit through the event itself,” Ms. Taylor said.

Ms. Taylor is a native of the Salt Lake City area. She graduated from the University of Utah with a Bachelor’s degree in Sociology and has completed a number of corporate training classes. She lives in North Salt Lake with her husband and two children.

The Salt Palace Convention Center is owned by Salt Lake County and managed by SMG, the worldwide leader in venue management.

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