



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

CVBS & DMOS MYTHS AND MISCONCEPTIONS





Destination Knowledge
next exit



The background of the image is a surreal landscape. A straight, dark grey road with a white dashed center line leads from the bottom center towards a bright, glowing light source on the horizon. On either side of this central road, there are multiple, overlapping, curved roadways that seem to branch out and then merge back into the main path. The sky is blue with scattered white clouds. The overall scene suggests a journey or a path leading to a destination.

The Nitty Gritty

- Share DMAI's recent planner survey intelligence
- Elephant in the CVB lobby
- Tips for getting the most from your CVB?
- Event planning tools at empowerMINT.com
- Your PER for benchmarking
- Planning resources at blog.empowerMINT.com



Estimation of costs in this ever changing economy.

Figuring out how many will actually attend! Especially for new initiatives.

Findign the venue that meets all the specific requirements of a food show and entertainment and hotel needs.

Finding adequate meeting space at an affordable rate in a location that our attendees will like.

Finding a facility that has availability for my dates.

WHAT IS YOUR PAIN POINT?

Finding a hotel that is dog friendly and ~~will accommodate the dogs for our annual dog show. Also, one that is close to the airport or easy to get to and from the airport.~~

Finding a hotel that is reasonably priced in terms of rooms as well as food costs.

finding a location that fits our group, is in our price range, in a city that is easy to travel to

Finding an affordable, accesible, city that my attendees will be excited to come to that will work with my booking parameters.

Planners don't associate

Finding appropriate space at affordable prices.

-top of mind-

Finding a property that has enough meeting space with specific square footage and the ability to have that meeting space on 24-hour hold for an entire week.

CVBs with FIND

Finding a space that fits our small -medium sized conference with large meeting room space requirements relative to a small sleeping room block, and my very limted budget (aiming to stay under \$25,000 for two day event)

Finding attractive sites at low costs

Finding a venue

----DMAI's empowerMINT

Finding a venue that fits my specs closer to hotels that fit my specs.

2nd Annual Survey 2013

Finding a venue that presents the right atmosphere for our customers without costing us an arm & a leg. We have

*...and you can quote
me on that!"*



Planners are **RAVING FANS** of CVBs... or fall into one of 3 buckets



SPEAK UP... I CAN'T HEAR YOU!!!

Are you really my advocate,
or do you have a membership
bias?

Free...what's
the catch?

How do you
share credit
with my
other
partners?

What about
lead
distribution?

Don't you just
handle city-
wides?





WWW.

There's a better way to FIND...

Search

Filter for all that information





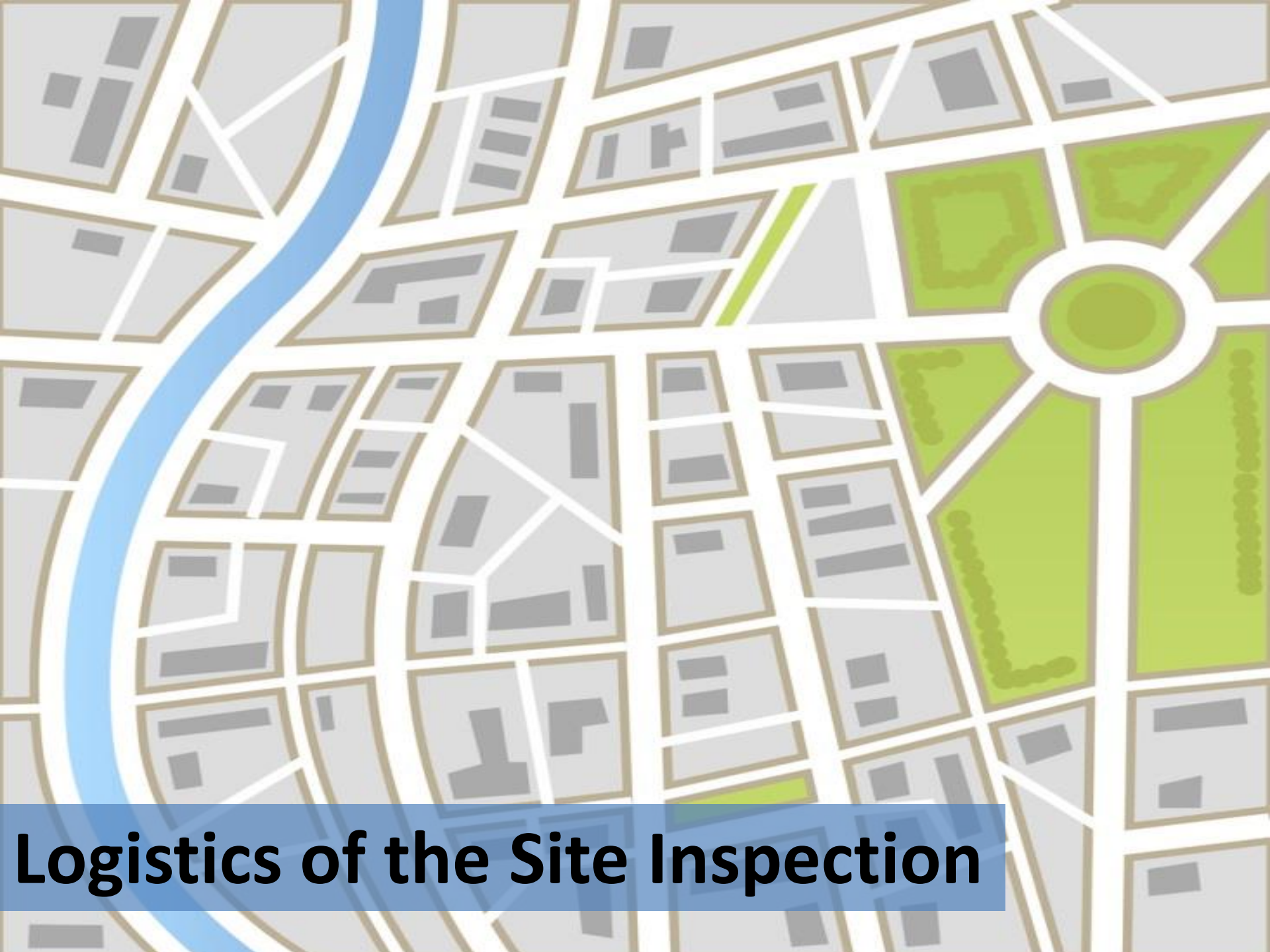
**Consultative Advice
Destination Specific**



- *Seasonality*
- *Special events*
- *City wide conventions*
- *Business and leisure transient demand*

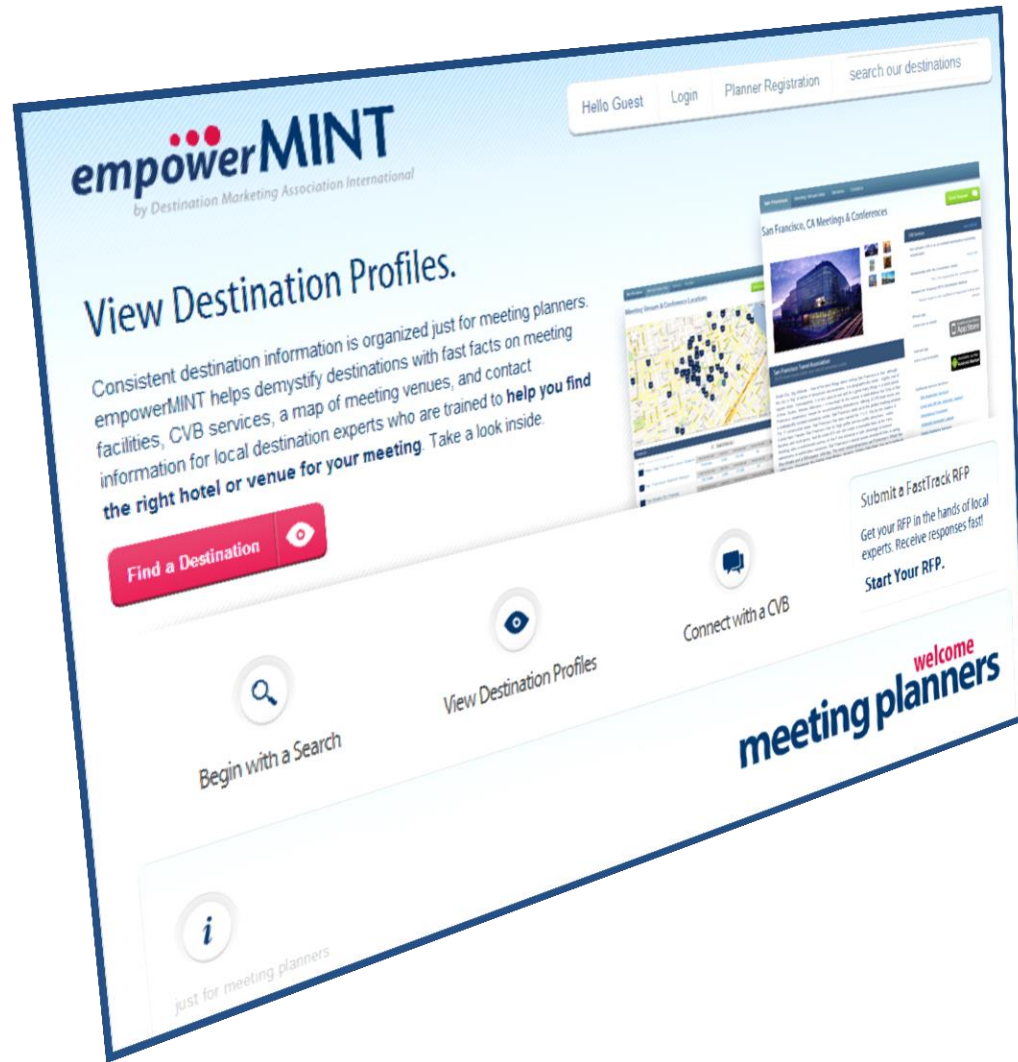
A close-up photograph of several kittens of various breeds (tabby, grey, white) playing together. One kitten is lying on its back with its paws up, while others are around it, some looking at the camera. The background is a plain, light-colored surface.

Tracking Down Information



Logistics of the Site Inspection

Find Us Online



Direct to the CVBone-stop-shop for planners:

- Planners easily [search and compare](#) meeting needs across multiple destinations.
- Planners save time and money [submitting one FastTrackRFP](#) to multiple destinations.
- Planners [manage a single profile](#), **check their histories** and power shop at over 200 top cities.

NEW: Meeting Dashboard

My Meeting Profile

View My Meetings

View Leads

DMO/CVB Management

DMO/CVB Users Guides

Venue Management

Venue Users Guides

City Management

User Management

Email Notifications

Reports

Submit a RFP

Find a Destination

Destination News

Destination Experts

Login to MINT

Update Meeting Planner Profile My Profile

[EDIT MY PROFILE](#)

Email: shimo@destinationmarketing

Group or Company Name: Destination Marketing Associ

Title:

First Name: Christine

Last Name: Shimasaki

Address 1: 10530 Quail Springs Court

Address 2: Suite 500

City: San Diego

State/Province/Region: CA

Zip/Postal Code: 92131

Phone Number: 858-935-9179

[+ Add Photo](#)
[- Delete Photo](#)



My Meetings Overview

All My Meetings: [view my meetings](#)

Create New Proposal: [submit new RFP](#)

My Histories (1)

Meeting: DMAI Training Meeting
Dates: 11/27/2009 - 11/30/2009
Discuss: [View and Discuss your Post Event Report \(PER\)](#)



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Hotel Room Rates"**

REGISTER TO ATTEND

Thu
May
22nd

HOME

SHIMOS CORNER

CVB VOICE

PLANNER PERSPECTIVE

EDUCATION

EVENTS CALENDAR

ABOUT US

blogempowerMINT.com
Powered by Destination Marketing Association International



🔍 To search type and hit

Few things are really free...except for what you'll find here. Perspectives, insights, tips, and advice have been provided by those with a passion to make a contribution. Feel free to make your own.

Planners. Destinations. Experts.
Free advice from those in the know.



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📌 Hot Topics Planner Perspective

Fort Worth CVB: Our Creative Solutions Partner



"A partner is someone that doesn't just call to see if I have business for them...a partner is someone that helps provide new ideas for our clients."



Collaboration

working together to achieve a goal. It is a recursive process where two or more people or organizations work together to realize shared goals. Collaboration also present in opposing goals exhibit the notion of adversarial collaboration. This is not a common case

CVB Promise and Value To Planners

*We are the best first point of contact
to help planners FIND the right fit
for any size meeting or event.*

- » Comprehensive View of the Destination
- » Local Expertise
- » Extensive In-Market Relationships
- » FREE to YOU!



*...we hope the way you look at
finding exactly what you're looking
for...will never look the same way
again!*