



ExploreBranson.com

Meeting & Convention Committee Meeting Notes

April 26, 2017

Chair: Jay Wilson

CVB Staff: Deborah Cohen, Mya Cramer, Yvonne Long and Carla Maloney

Committee Members: Jay Wilson, Marc Mulherin, Nathan Wood, Janet Peterson, Steven Hyatt, Wendy White, Kerri Van Sickle

Guests: Maxwell Cornett

Public Comments

Jay opened the floor for public comments. No public comments were made.

Introductions

CVB News

Photography/Videos: Deborah stated CVB is always looking for photography, videos or testimonials for social media content for the Meeting & Convention pages. Please ask meeting planners to speak about their experience in Branson on an iPhone and send over to the CVB. Creative F&B photos are always great content, so also take good quality photos and send to the CVB team.

Welcome Bags: Deborah asked the group to please pass on to their teams about our welcome bag program, especially for groups working directly with the properties. We'd like to distribute as many bags as possible.

Advertising: Publications were passed around featuring Q1 CVB advertising - Connect/Focus Executive/Prevue/Missouri Meetings & Events 2017 Resource Directory.

New Cyclone Rollout for iDSS: the group discussed that their teams were acclimating well to the new features.

Missouri Event Summit - Branson Aisle - Several people spoke on this regarding booth location, theme and attire. It was discussed that all the Branson partners would stay one aisle but each booth can decorate and dress as they would like.

Upcoming Sponsorships at Industry Conventions: Deborah shared that the CVB will introduce a new video in August - this new concept is to follow a meeting planner while they are executing their meeting in Branson and footage was acquired during MO Parks & Recreations - with planner, Gary Gates.

Sales Reports for January/February/March: Lead summary reports were distributed. These are the same reports sent out each month.

Cvent Leads: Deborah asked the group for feedback on the Cvent leads they are receiving. The CVB places advertising to increase these leads to Branson and the number of RFPs has increased each year. We want to be sure that enough leads are turning definite to make sure this cost is making sense for us. The group discussed that airlift is often a factor in these leads turning lost.

On-Line Engagement/SEM:

Site traffic up 3.88% YOY

Pageviews up 6.77% YOY

Convention Facilities Pageviews up 118% YOY

Sponsored Video - Meet Me in Branson was a sponsored post last month. This video encourages Branson residents and partners to keep the CVB in the loop on conventions they attend and could potentially bring to Branson.

Recent Travel & Upcoming Travel

Connect Chicago	Chicago	February 16-17	Denise (Chicago Rep)
Destination Showcase	Washington DC	March 2	Mya + Deborah
HelmsBriscoe ABC	Chicago	April 18-20	Deborah
ConferenceDirect APM	Baltimore	April 30-May 4	Mya
ASAE Tradeshow	Little Rock	May 10	Mya
MPI WEC	Las Vegas	June 19-22	Mya + Deborah
ASAE Annual Meeting	Tunica	July 10-11	Mya
Connect	New Orleans	August 21-23	Deborah, Mya + Yvonne

Recent & Upcoming Sales Calls:

February - Northwest Arkansas

March - Tulsa

April - Jefferson City and Little Rock

May - Memphis and Washington DC

Site Inspections:

January

MOBIOUS

Outdoor Writers Association of America

Discussion Topic: Site Inspections - A sheet from DMAI was distributed (10 Stupid Things We Do to Mess Up Our Site Inspections) with this top ten list:

1. We miss opportunities for great first impressions.
2. We aren't knowledgeable enough and do basic fact finding during the site.
3. We waste time showing things not pertinent or of interest.
4. We tour monotonously, without pizzazz and state the obvious.
5. We make awkward introductions.
6. We walk, talk and point too much... stating the obvious to make conversation.
7. We aren't prepared.
8. We use too much jargon and dump too many brochures, cards and non-personalized amenities.
9. We aren't relevant to the decision-making process.
10. We neglect the WOW.

Great discussion ensued about how we all can improve our site inspections. Customizing amenities, introducing the GM and Chef and offering quick tastings were ideas discussed. Deborah shared that the CVB will make sure to send itineraries out and continue to let contacts know if we are running ahead/behind to their property so they can be prepared for the arrival.

Public Comments/Announcements

The group discussed ground transportation costs and the possibility of a quick video illustrating the easy drive from SGF to Branson, the great scenery, no traffic and a comparison to other large cities like Chicago, Atlanta and Denver. Deborah is going to explore and report back to the group.

There were no further public comments and the meeting was adjourned.

Next Meeting is Wednesday, July 26 at 3:30 at the BLACC/CVB.