



## Industry Roundtable

February 25, 2014 – 10:00am – 11:30am – Times-Union Center for the Performing Arts Davis Gallery

- I. Welcome & Introductions Bill Prescott
  
- II. Explanation of Objectives and History Paul Astleford  
*(include explanation of current grant process and desired outcomes)*
  
- III. Discussion Paul Astleford
  - **Meetings Industry Standards and Trends** (booking window, influencing factors in destination decisions, marketing your event, attendance boosting programs, etc.)
    - What is a sample timeline for most of your meetings?
    - What process do you go through in selecting a destination for your next meeting?
    - What are some of the influencing factors that destinations are using? Are you offered incentives of any kind to consider a destination?
    - Do you market your event? If so, how?
    - Are attendance boosting programs useful?
    - How do you measure success for your meeting? Are you obligated to report the number of room nights your meeting booked? If so, how do you track it and why do you track it?
  
  - **Sports Tournament Standards and Trends** (booking window, influencing factors in destination decisions, marketing your event, attendance boosting programs, etc.)
    - What is a sample timeline for most of your tournaments?
    - What process do you go through in selecting a destination for your next tournament?
    - What are some of the influencing factors that destinations are using? Are you offered incentives of any kind to consider a destination?
    - Do you market your event? If so, how?
    - Are attendance boosting programs useful?

- How do you measure success for your tournament? Are you obligated to report the number of room nights your meeting booked? If so, how do you track it and why do you track it?
- **Industry Input** (booking window, influencing factors in destination decisions, marketing events, attendance boosting programs, etc.)
  - What are you hearing from customers about what drives their decisions?
  - How far in advance are they booking hotels? Transportation? Other services?
  - What are you hearing about your competition in other cities?
  - How do you think success should be measured by a destination?
- **What are other cities doing to get business?**
- **Other funding sources**

IV. Next Steps

Paul Astleford