



2009-2010 CONVENTION MASTER CALENDAR

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The annual Convention Calendar is a listing of future meetings, conventions and special events that will be held in the Spokane area over the next two years. The calendar represents the coordinated efforts of the staff of the Spokane Regional Convention & Visitors Bureau and the Spokane hospitality industry. When put to use, it is a valuable marketing tool that can help you reach the multi-million dollar meeting and convention market.

The Convention Calendar is a service provided to members of the Spokane Regional Convention & Visitors Bureau. Reproduction or circulation of this calendar without the written permission of the Spokane Regional Convention & Visitors Bureau is strictly prohibited.

The Convention Calendar includes meetings, convention and special events that the CVB has booked or that have been reported to the CVB as of January 2009 for the next 18 months. Although the CVB makes every effort to ensure the accuracy of this information, it is subject to change.

Abbreviations & terms used throughout the calendar:

- DELEGATES.....Attendance, total number of delegates
- HEADQUARTERS.....Designated, registration site
- PEAK.....Number of rooms used on peak night

USING THE CALENDAR AS A MARKET TOOL

The way you use the Convention Calendar will depend largely upon the type of services you provide. Here are some recommendations. Remember, most sales do not happen after just one contact. Plan to contact a group a number of times to offer your products or services.

18 to 24 months Out

Look for meetings that may have a need for the services you provide. Although the meeting planner will likely be busy with his/her current meeting, it's not too early to send introductory information outlining your business and services.

One Year Out

Send information on your products or services. Include specific ideas such as activities, discount coupons, or special services you can provide their group. Call to make sure they received your information and to see if they can use your services. When calling, listen for other ways you may be able to help them.

Keep in mind, many groups meet annually, so one year prior to their meeting in Spokane they may be in the middle of their current meeting. When calling to follow up on the information you mail, ask if it would be better to call back at a more convenient time.

Six Months Out

Again, send information with specific suggestions and call to follow up. Although many groups will have their meeting schedule and activities solidified six months before they meet, others may still be looking for ideas and will welcome your suggestions.

Other Things to Consider

Do you have a "natural tie" to the group? If you are a member of the Spokane chapter of a regional or national group that will be meeting in Spokane, call to introduce yourself and offer your services.

Does your location set you apart? If your business is conveniently located near the group's headquarter hotel or if you provide a unique out of the way setting, they may want to recommend you to their attendees.

Will you need extra staff or resources to handle the additional people the meeting will bring to town (for example, extra cars if you are a car rental company)? Check the calendar before you set your staffing schedule.

Questions? Call Us!

Remember, the Spokane Regional Convention & Visitors Bureau is always here to help if you have questions or concerns about a particular group. Here's who to call:

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