

# Meeting Planners to Resorts: What We Need to Select You!

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# Agenda:

- Opening Statements
- A Few Prepared Questions
- Question and Answer

# What We Need to Select You!

Resort Websites: What areas are most helpful and what do you utilize the most on a site?

What marketing tools do you prefer to use when selecting a site?

After 9/11, we saw many organizations outsourcing. Do you see a trend to bring back the in-house planner or add to meeting planning staff?

Do you see the return of longer range planning?

Does the region/location  
dictate budget?

Is site selection in the hands of the planner to truly endorse a venue or has the process become more diluted between “host” desires and budget concerns?

# How do concessions influence meeting planners' site decisions?

# Question and Answer

Thank you to our volunteer  
panelists!