

ORLANDO
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Client & Healthcare Advisory Boards Meeting Notes

December 11-14, 2010

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2010 Client & Healthcare Advisory Boards Annual Meeting Notes - Tradeshows

Session: Tradeshows Breakout
Date: Sunday, December 12, 2010
Time: 10:30 a.m.-12:30 p.m.
Facilitator: Howard Britt, *Premiere Shows*

- More informed by CVB
 - More marketing expertise from the CVB
- Want 2-minute short videos to link to show sites for Organizer, Exhibitor and Attendee
- Social Media with the CVB
- Marketing updates with the CVB
- Coveted shows get more attention

Wish Lists:

- Rigging – Release to GC – under certain weight & electrical limits
- Tech Exclusives
 - Need more competitive
 - Lower cost alternative – esp. on show floor
 - Free wireless is expected
- Cell phone coverage is not good – with smart phones
 - Wireless technology is increasing – building must improve
- Digital Signage
 - Banners waste money and resources
 - Strategic Spots
 - Dynamic
 - See Boston new digital signage
 - Digital signage for meeting rooms, saves money for changes
- If OCCC wants to attract business
 - Needs tech structural upgrades
 - Wireless
 - Cellular
 - 100 west – no coverage
 - Need campus / corridor upgrades (plan)
 - Seamless coverage



2010 Client & Healthcare Advisory Boards Annual Meeting Notes - Tradeshows

- Food & Beverage
 - Costs too high
 - Costs do not match quality
 - Orlando needs to be aware of food cost increases
- Orlando needs to be a leader
 - Be proactive not reactive!
 - Maintain leader status

2010 Client & Healthcare Advisory Boards Annual Meeting Notes - Associations

Session: Associations Breakout

Date: Sunday, December 12, 2010

Time: 10:30 a.m.-12:30 p.m.

Facilitator: Karen Malone, *Healthcare Information & Management Systems Society*

Menu Pricing/Overall Pricing

- Create around a budget
- Menu creativity
- Flexible menu/prices
- Working with chefs as well as with clients and vendors
- Control expectations of clients
- Reducing food & beverage options from meetings
 - Cart/purchase options
- Reduce the ++%
- Negotiate
- Creative ways to reduce cost
- Cut anything that will not affect attendance experience
- Hotels should go back and adjust pricing (Chicago)
- Orlando should look at other cities
- Look at waste on buffets, continentals, etc...save by ordering ala carte
- Smaller portions/plates/cups
- Hand out the F&B
- Take the reception out side
- Change the times
- Self serve for people to buy in bulk
- Water bubblers vs. water bottles
- Convention Center does not have hi-boys/cocktail tables in inventory
- Parking Package – Parking rates keep going up
- \$1 pick up fee hike on Cabs
 - Pick up from the OCCC needs disclosure
- Bus/Cab lanes at the OCCC (June 2010)
 - They are willing to work around (cab)
 - Safety issues

2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Medical Meetings

Session: Medical Meetings Breakout
Date: Sunday, December 12, 2010
Time: 10:30 a.m.-12:30 p.m.
Facilitator: Janet Skorepa, *American Urological Association*

Security Concerns

- Security plans with calling tree
- Identify staff gathering areas
- Conduct pre-show staff meeting
- Social media – maybe
- Staff resource manual
- Do you have a plan for wiki leaks?
- Limit use of electronics devices during sessions
 - Maybe cell phone check area
 - Make general announcements to keep attendees honest
 - Is there a social media watch dog?

Industry Involvement

- Satellite events – topic related theaters for 50
- Exhibitors are prohibited to sell during
- Product theaters

Exhibitor Education when going to a New Cities

- Session for exhibitors during current year's program
- Follow up with a newsletter
- Since meeting could scare exhibitors, try to expound on positives for that city.

Effectiveness of Medical Breakout Sessions

- Like to meet with tradeshow
 - There are some similarities
- Could the city provide objectives and list on agenda
- Needs for a non-industry energetic facilitator

2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Medical Meetings

- Outside firms work well in
 - Denver
 - DC
 - Philadelphia
 - Omni and Starwood
- Would like (1) medical breakout a day. 30 – 60 minutes
- Need technology session in future
- Tie medical meetings in when a medical show is in town

Sponsorship Opportunities

- Year round virtual meetings with sponsors being recognized at annual meeting
- Industry update theater
 - Replaces satellite symposiums
- Hands-on clinical by exhibitors on show floor
- Exhibitors that donate equipment to show clinical could conduct their own without SME's
- Provides accessibility to skills training without SME's for attendees who could not get in CE clinical
- New product show case not good for medical groups
 - Not tangible enough
- Resource Area
 - Info accessibility
 - Networking potential
 - Supported by pharmaceutical
 - Helps draw booth traffic
- Miscellaneous practices
 - Publishers pavilion
 - Practices of future areas
 - Learning gallery
 - Hi Tec poster area (non CME)
 - Nutrition center
 - Hands on cooking sessions
 - Recruitment areas
 - Product theaters

2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Medical Meetings

Technology / Hot Spots

- 3G/4G service could be future to create hot spots
- Texting surveys vs. touch pad systems

Medical city impact on medical shows

- A lot of uncertainty
- City has to research laws and reg's to educate shows on how to incorporate medical city in programs
- Lab fees?
- State education grants to shows for using medical city?
- Doctors want reality/live surgeries!

Technology – Exciting and Affordable!

- I-Phone webinars
 - Be careful of surrounding area events
 - How is band width
- Use texting to engage audience
 - Producer/moderator could control questions asked and priority
- WI FI
 - Free is widely accessible
 - Too expensive
- Center/phone provider agreement - trend of future
- Do you have a tech savvy staff member that can protect budget?
- Maybe attend a technology class

**2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion
International Attendance Building**

Date: Monday, December 13, 2010

Time: 2:00 p.m. – 3:30 p.m.

Facilitator: Tina Jones, *Visit Orlando Meeting & Conventions Marketing Executive*

I. General overview on increasing international attendance at meetings

- Convention/meeting location may depend on where international attendees are drawn from
- Asia is a strong, growing market for international attendance
- International attendees on average run 10-12% of total attendance. (Some meetings have upwards of 50% international attendees; those have international marketing plans in place.)

II. Overall needs

- Collateral in different languages and native language
- Collateral available electronically
- Translators available during conferences. (Provide planners with list of languages available.)
- Registration staff should have someone who speaks the native language. (Can serve as translator for basic information in addition to other duties/skills.)
- Interest in mobile solutions about Orlando in different languages for international attendees

III. Other CVBs' International Attendance efforts

- Targeted direct mail pieces or free printing costs
- The Chicago CVB's marketing team asks meeting planners about their goals for their meeting. A marketing plan is then constructed to meet the planner's goals. (This is for general attendance building initiatives, but also includes international.)

**2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion
International Attendance Building**

IV. Marketing Efforts

- Biggest challenge is with prospective international attendees experiencing difficulties getting visas
- No luck in sending e-blasts
- Found that hard copy mail is better than sending e-mail
- Challenges with brochures getting stuck in customs, or international mail being sent back.

V. International Buyer Program

- Mixed reviews – some liked it and found it helpful, while others felt it was expensive and complicated to use
- Use money to put agents in native countries instead of using this program

VI. Housing Block

- Those planners who have worked with hotels for tour and travel agents to promote their conventions have found this quite successful.
- Market to tour operators who have been in Orlando in years past. Meet with them while they are in town for a convention.

VII. Miscellaneous Suggestions from Roundtable

- Incorporate news on international travel in quarterly “What’s New in Orlando”
- Provide planners with news on international travel and new international markets would be helpful (i.e. airlift, travel improvements)
- Have Visit Orlando mail international information on behalf of the meeting planner
- Visit Orlando could create a package specific to certain country(ies) that meeting planner could request to send

**2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion
Meetings & Conventions Advertising**

Date: Monday, December 13, 2010

Time: 2:00 p.m. – 3:30 p.m.

Facilitator: Danielle Courtenay, *Visit Orlando Chief Marketing Officer*
Jane Edelstein, *Visit Orlando Director of Convention Marketing*

I. Group consensus on advertising

- Print is still necessary in addition to online and/or digital
- Group likes the idea of more targeted messages to different types of meeting professionals
- Group likes idea of stronger visuals/fewer words in advertising, and in marketing overall

II. Recommendations on advertising

- Focus more on CSR messaging
- Use QR codes
- Investigate advertising on iPad applications, such as the one on Martha Stewart's magazine

III. Group made recommendations as to what they would like to see as iconic

- Orlando photos.
- Photos relating to the Center
 - Connectivity/bridges
 - Map of area within walking distance to the Center
 - Front lawn of the Center/Night shot of the Center/Center arches
- Other photos
 - Pointe Orlando
 - Airport, showing the four pods and the pond
 - An orange(s)
 - Lake Eola fountain
 - Palm trees



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion Services Guide & Convention District Brochure

Date: Monday, December 13, 2010
Time: 2:00 p.m. – 3:30 p.m.
Facilitator: Yulita Osuba, *OCCC Senior Director of Sales, Marketing, Event Management & Exhibitor Services*
Sheila Green, *OCCC Advertising & Production Coordinator*

OCCC Services Guide - Comments and Recommendations:

1. Increase the size of Service Guide to 8 ½" x 11".
2. "Like the idea a lot" and would definitely use in planning events at the OCCC.
3. Good idea for new planners.
4. Great overview to have.
5. Add extra pages for notes.
6. Use a binder that has clear cover and spine for the ability to indicate 'revised' versions.
7. Provide an electronic version, as well, for use on I-Pads or cell phone/CD or thumb drive versions.
8. Include the OCCC Floor Plan Book with the Services Guide.
9. Include Personnel, Services and Equipment Rates.
10. Include Emergency SOP's under Security and Transportation
11. Add Parking Information, i.e., costs, etc.
12. OCCC Mission and COH information should go in the back of the book – not as important.
13. Information about COH and Guest Services should go in the back of the book.
14. Include Operational Policies
15. Include Site Map
16. Think the Services Guide is a 'great' idea.
17. Include Convention District Map
18. Add additional map (CVB's) noting the other area hotels.
19. Include information about OCCC Green Initiatives and how Show Management can participate.
20. Change Corporate Responsibility to 'Social' – not all corporation.
21. Every subject in the book should have its own individual tab, so that they can be integrated into other binders.
22. Add plastic business card pages to back of binder.
23. Add history of the group (?)

Convention District Brochure - Comments and Recommendations:



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion Services Guide & Convention District Brochure

1. Would like more detail in map or use actual photo of area so that map is to scale.
2. Would like information on all hotels on International Drive.
3. Include more hotel information, floor plans, suites, square footages, etc.
4. Information on Disney and Universal Theme Parks
5. Include OIA statistical information on # of flights in and out of Orlando
6. Include information about Orlando's Executive Airport
7. Provide floor plans of the Convention Center
8. Provide area restaurant information.
9. Move Green Initiatives information to the back of this piece – does not make or break my choice of destination.
10. Would like to see more about potential attendees within driving distance to the Center
11. Include more about unique venues
12. Put this on your website (condensed version)
13. District Map should be up front in this piece
14. Don't care about the Rosen School of Hospitality, Metro Orlando EDC or Burnham Medical Ctr.
15. Explain how the Rosen School of Hospitality volunteer programs benefit events that come to the Center
16. Not an effective tool
17. Less copy – Use bullet points
18. No brochure – put on your website instead
19. Keep information basic enough that the piece last 12-18 months
20. Add client testimonials
21. Include partner contact information
22. Include exclusive services, recommended partners and client references
23. Include a map of the entire area
24. Change your verbiage "Green Initiatives" to "Sustainability" and include CSR tie-ins
25. Include website links
26. Number of rooms on peak required to use
27. Total hotel rooms in district
28. Places to eat, places that have private dining for 100
29. Identify what is really within walking distance
30. Front cover photos are good, remove picture of people dining, add photo of Pointe Orlando
31. Reference Rosen College – add information on use of interns for events. I was unaware of this service until last year's CAB Meeting. Excellent!
32. Pointe Orlando – emphasize nightlife, restaurants



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion Services Guide & Convention District Brochure

33. Don't need a separate piece as shown. What matters is: transportation/flights/time from airport to district; hotel package within 1 mile, 2 miles & 5 miles – walking hotels saves dollars; Convention Center information; City appeal, i.e., restaurants, entertainment, etc.
34. Include Hotel radius map showing distance to OCCC
35. Include web addresses for hotels
36. Green initiatives should shown as bullet points
37. Add pictures of restaurants
38. Give hotels a half page instead of full page, provide their green initiatives and “Green Lodging” Palm certification.



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion E-Proposal & Web Redesign

Date: Monday, December 13, 2010

Time: 2:00 p.m. – 3:30 p.m.

Facilitator: Sarah Caprani, *OCCC Multimedia Projects Coordinator*

E-Proposal

1. *General Comments*

- Sometimes we need hard copy in addition to or in lieu of an e-proposal.
- Make sure the message comes across loud and clear to us the client – *We want you're here; we want your business.*

2. *Formatting/Edits/Enhancements to Implement Prior to Roll-out*

- Change the label on the “Our Proposal” folder to read “Your Proposal”.
- Consider different font color on *Welcome* screen; white font does not appear clearly.
- Customization for the client receiving the e-proposal is vital. Look into incorporating the client’s logo into the rotating photos (e.g. a banner with the company’s logo hanging from the front of the North/South Building).
- Need multiple photos and interactive maps that show distances such as that of the OCCC to The Peabody Orlando
- When submitting a proposal, a helpful piece to include in the “Proposal” folder would be a document listing the other shows holding space and/or contracted groups around the client’s proposed event. This helps client with considering shared transportation, decorators, etc. with the other groups and can maximize cost savings. A 30-day window would be sufficient.
- Is there any way to share the floor plans of a group who used the same space being proposed so that client can get an idea of how to best utilize the space? The CAB members agreed that they would not have a problem sharing their previous shows’ floor plans with other show managers.
- Include Development Plans link to include the following:
 - Pedestrian bridge construction
 - Travel information
 - Overall construction in Convention Center District
 - Proposed landscape changes



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion E-Proposal & Web Redesign

3. *Functionality*

- Clients will not use Smart Phone or handheld device to review an e-proposal; the only information a client would look at on a handheld device would be the rental rate information. Everything else would be reviewed on a desktop or laptop computer.
- Prime pieces of the proposal (i.e. those found in the “Your Proposal” folder) must be easily printable.

4. *Distribution*

- Notify clients of any expiration dates for e-proposal (i.e. make sure the clients know when link will no longer be accessible).
- If an e-proposal is going to be used as part of a site visit, have the e-proposal visible on the client’s hotel room t.v. or send the link ahead of time so that the client can review and have questions ready for OCCC.

5. *Visit Orlando E-Proposal Recommendations*

- Visit Orlando needs to include as many hotel photos as possible in its e-proposal especially pictures of suites.
- Include industry demographics for the Central Florida area in the Visit Florida e-proposal.
- There should always be an “Executive Summary” of the proposal offering available and easily printable. Include hotel package, destination concessions, convention center offerings, etc.

Redesign of OCCC Website (www.occc.net)

1. *Usage*

- CAB members’ staff use the OCCC website more frequently than the CAB members themselves.
- CAB members most frequently refer to OCCC floor plans. The other area they visit is the Event Calendar. The Event Calendar provides CAB members with information about what other groups meet at the same time they do. The 30-day window document as part of the e-proposal, if implemented, would alleviate CAB members’ need to scour the OCCC Event Calendar as much.

2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion E-Proposal & Web Redesign

2. *Contact Us*

- Have contact information (phone number and e-mail address) available [on the footer] of as many pages as possible throughout the site.
- Enhance the “Contact” section to include head shots and contact information for entire Sales, Marketing, Event Management & Exhibitor Services Division and not just the Sales Managers. Clients especially need Event Manager contact information.

3. *Interactive Floor Plans/Floor Plan Diagrams*

- Interactive Floor Plans are not user-friendly. The various software downloads required to access the Interactive Floor Plans plus the navigation of the Interactive Floor Plans application itself cause many clients to just close out of the program.
- Indicate which floors are carpeted and which floors are not carpeted.
- Make Fire Marshal-approved floor plans easily accessible. Show management does not want to sell space that is off limits due to Fire Marshal restrictions.
- Include diagrams of outdoor areas with website floor plans.
- Include people movement paths/doors on floor plans.
- Identify fixed concession/food court locations on floor plans.
- Interactive Floor Plans do not allow client to back track easily.
- All agreed that having floor plans that include the “hidden [show management] offices” would be a good addition to the Interactive Floor Plans application.
- Another group of floor plans to add to the Interactive Floor Plans application is the green rooms off the of the N/S Docks area. These green rooms are good show offices.
- The OCCC should make hi-res/picture-ready floor plan graphics available from the OCCC website/Interactive Floor Plans.
- In addition to the Interactive Floor Plans, more pdf downloads of the meeting room and exhibit hall spaces need to be available.

4. *Photos/Videos*

- Photos of carpet colors
- Labels for Planner videos on Planner Home Page (www.occc.net/planner/default.asp) are misleading and the “Medical Meetings” video label makes clients feel like the video is just for clients wanting to book a medical meeting. The label does not indicate that the video is about Orlando’s Medical City. It seems as though the OCCC is singling out medical meeting planners which is off putting for other meeting planners visiting the site.



2010 Client & Healthcare Advisory Boards Annual Meeting Notes – Round Table Discussion E-Proposal & Web Redesign

- More videos, especially virtual tours. In order of preference: #1 – Public Areas/Lobby Areas/strobes/hallways – somehow incorporate Fire Marshal-approved staging areas, #2 – Exhibit Halls, #3 Meeting Rooms, #4 – Exterior/entrances/doorways

5. Other

- Add more recent testimonials to Planner section.
- Update content throughout the site (and in any marketing materials) to read “sustainability” and not “green initiatives”. “Sustainability” is the most widely-accepted industry term.

Misc. Technology

- Mobile app that includes basic details like bathroom locations
- EXPO CAD Contractor program