



SALES +
MARKETING
MEETING





**Small
& Boutique
MEETINGS**



LOUISVILLE, KY
JUNE 9-11, 2024

24
1:1 APPOINTMENTS |
NETWORKING |

Key Takeaways:

- Distinguish Portland, Maine from Portland, Oregon
- Encouraging interest in New England Site Visits
- Surprising airlift + train capabilities
- Planners loved experiential add-ons in KY



Upcoming Tradeshows:

Connect Marketplace | August
Destination East | October

DIGITAL EDGE | MEETING PLANNER FAM



Photo Credit: Visit Portland

June 2-5, 2024
9 planners | HelmsBriscoe +
Conference Direct

- 2 full days of experiences
- 7 Site Visits
- 20+ Partner interactions
- Countless referrals

Initial Takeaways:

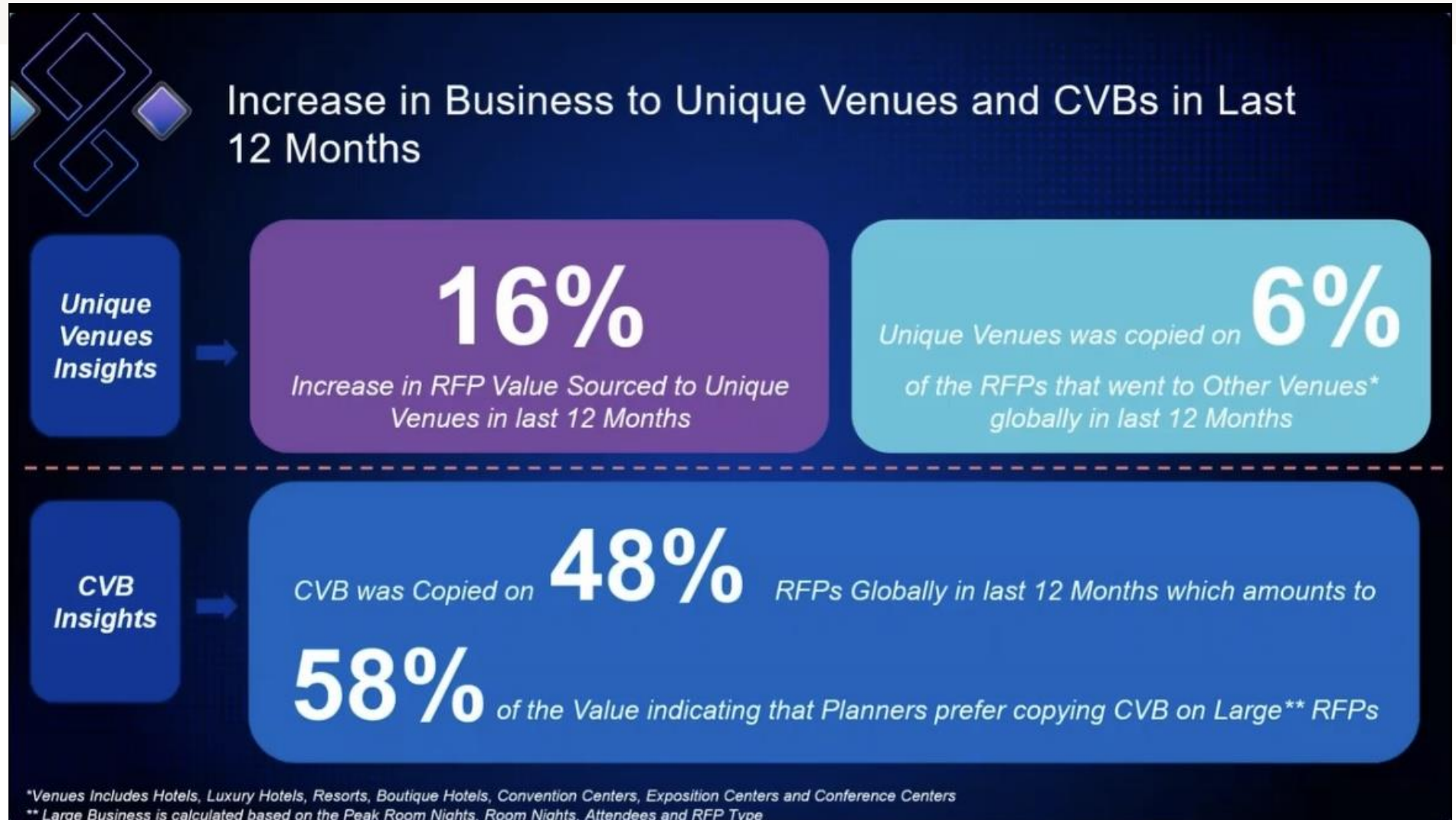
- Portland has a city vibe with a rich variety of people and activities
- Attendees were enthusiastic and positive by the end, likely to promote the destination to other planners

LIVE LOCAL. MEET LOCAL

**LIVE
LOCAL.
MEET
LOCAL.**



CVENT MID-YEAR TREND REVIEW DATA



- Experience-First Events
- Destination Depiction
- Service Requests
- Direct Referrals
- Planner Connection

REQUESTS FOR INFORMATION (RFI)

NASFA 2024 | URISA 62nd Annual Conference 2024

- Send your information to the planner to market directly to their audience
- Give the planner the opportunity to have your information on file for present and future event + field events
- Be featured on the event's website
 - **NASFA | May 2024 | 150**
- URISA | October 2024 | StoryMaps Map
 - 400+ attendees | October 2024

The screenshot displays the website for the 2024 National Conference & Expo. At the top, there is a search bar and a navigation menu with options: HOME, ABOUT (with a dropdown), CALENDAR, CAREER CENTER, CORPORATE SPOTLIGHTS, KNOWLEDGE EXCHANGE, LEARNING SERIES, and MEMBERSHIP INFO. The dropdown menu for 'ABOUT' includes: About NASFA (with a LinkedIn icon), Board of Directors, Regions, and History of Association. Below the navigation is a section for 'TOURS & ACTIVITIES' featuring a rope graphic. To the right is a vertical scrollbar and a home icon. Below the navigation is a 'CORPORATE PARTNERS' section with logos for Brightly (A Siemens Company), FOS (of CannonDesign), and MOCA Systems. To the right of the partner logos is a 'VISITOR INFORMATION' section with links: Visit Portland Maine Convention Visitors Bureau, Things to Do, Top 10 Must-Do's for First-Time Visitors, A Taste of Portland - Uncovering Food & Beverage (F&B) Gems, Eat + Drink Portland, and Digital Travel Guide. Below this is a 'RESTAURANTS' section.

PROGRAM OF WORK | FY 2025

August

- Connect Marketplace
 - August 27-29 | 3,000 attendees | Approx. 1,200 planners

September

- Sales + Marketing Meeting
 - September 18 | Saltwater Grille
- Campaign development

October

- Destination East
 - October 21-23

November

- Sales + Marketing Meeting
 - November 6 | Portland Regency Hotel + Spa



Photo Credit: Rachel Epperly Film and Photo



ROUND TABLE DISCUSSION

PHOTO CREDIT: LAUREN PETERS, VISIT PORTLAND