

# **Welcome to Destination Meeting Services 101**

# ***Destination Meeting Services Department***

- **Adrienne Six, CMP – Director of Destination Meeting Services**
- **Managers**
  - Courtenay Newell
  - Dorothy Kelley, CMP
  - Michelle Schulte
  - Carolyn Martin, CMP
  - Robin Houdyschell
  - Julia Chin
- **Terri Thompson - Destination Meetings Coordinator**
- **Registration Staffing Supervisors**
  - Laurin Hiltzley
  - Karen Kicklighter
  - Jeanine Shah
- **Casey Thompson, DMS Asst.**
- **Renee McLendon, Sales/Svcs Asst.**

# Convention Sales and Destination Meeting Services Partnerships



- **Destination Meeting Services Managers are partnered with Convention Sales Managers**

# Who Works With Destination Meeting Services

- We are the liaison between the meeting planner and the members of the bureau
- We are the liaison between exhibitors and members
- Convention Hotel Communication
- Member Education

# Destination Meeting Services Correspondence with Members



*Here are the following ways  
Destination Meeting Services  
communicates with members:*


# Sample of E-Lead Format

DMS Lead - New Lead - Org Name: Misty's Test - Lead Type: - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: lauren.moffi@orlandocvb.com Sent: Fri 05/01/09 1:20 PM  
 To: Lauren Moffi  
 Cc:  
 Subject: DMS Lead - New Lead - Org Name: Misty's Test - Lead Type:  
 Attachments: DMS\_Lead\_74755\_1035439.pdf (9 KB); 74755\_34273\_129596.doc (32 KB)



**\*Orlando CVB Lead**  
**\*Orlando CVB e-leads are proprietary information intended for the sole use of its members.**

Response Due Date: 05/01/09

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Please Respond For: **Test Hotel - IP Sort Name**  
**Lead Type:** New Lead  
**Location:** Peabody Orlando  
**Org. Name:** Misty's Test  
**Start/End Dates:** 05/15/09 - 05/17/09  
**Issue Date:** 05/01/2009

[Click here to login to view and respond to the this Lead - New Lead](#)  
 OR  
 Copy and Paste the following text in your browser:  
[http://ecvb.orlandocvb.com/dms\\_report.aspx?para=Q2xpX051bWJlcj03MzY4OSZDb250YWN0X0EPTeWNTI2MCZSZWZfTnVtYmV5PTE1MzY1NlZTZlZjJ2aWNSISUQ9MTAzNTQzOQ==](http://ecvb.orlandocvb.com/dms_report.aspx?para=Q2xpX051bWJlcj03MzY4OSZDb250YWN0X0EPTeWNTI2MCZSZWZfTnVtYmV5PTE1MzY1NlZTZlZjJ2aWNSISUQ9MTAzNTQzOQ==)

To login to the Member Extranet click [Here](#).

Your username: lauren.moffi@orlandocvb.com  
 Your password: bailey  
 Record ID: 74755-1035439

# Sample of Attached E-Lead

Orlando Travel & Visitors Bureau - DMS Lead - Windows Internet Explorer

http://ecvb.orlandocvb.com/dms\_report.aspx?Para=Q2xpX051bWJlcj03MzY4OSZDb250YWNOX0EPTeWNTI2MCZ5ZWZfTnwt

File Edit View Favorites Tools Help

Orange County tourist tax he... Orlando Travel & Visitors ...

Page 1 of 1 Pdf View Attachment(s) Respond Online

Orlando/Orange County CVB, Inc.

**DMS Lead**

**To:** ACCOM - HOTELS, MOTELS & SUITES  
**From:** Lauren Moffi, Business Applications Manager  
 Phone: 407 541-4247  
 Fax: 407 370-5005  
 Email: lauren.moffi@orlandocvb.com

**Date:** May 01 2009  
**Re:** Org: Misty's Test

**Location:** Peabody Orlando  
**Est. Attendance:** 10      **Total Attendance:** 15      **Rooms:** 20  
**Date:** 5/15/2009 - 5/17/2009  
**Respond To:** Lauren O'Moffi, Business Applications Manager - C/O Lauren Moffi, Business Applications Manager  
**Address:** 6700 Forum Drive, Suite 100  
 Orlando, FL 32821  
**Fax:** 407 370-5005  
**E-Mail:** lauren.moffi@orlandocvb.com  
**Respond By:** Friday, May 01, 2009

**General Information:**

Description	Note
Additional Comments	Additional DMS Comments

*Please contact your Destination Meetings Manager with any questions. We would be happy to assist, and would appreciate hearing you booked the business!*

*Orlando CVB E-LEADS are proprietary information intended for the sole use of its members.*

Done Internet 100%

# Helpful Tips in Responding

- **Read the lead carefully and in its entirety**
- **Reply directly to the client by logging on to the extranet or using the link**
- **Timely – follow the respond by date**
- **Complete the entire response form**
- **Reference the meeting in your response if submitting a proposal**
- **If you've secured the business, let us know**

# Membership Referral Notice

**From:** Julia Chin

**Sent:** Friday, February 24, 2009 4:21 PM

**To:** Julia Chin

**Cc:** Casey Thompson; Alison Knox

**Subject:** DMS MEMBER REFERRAL ALERT - Multiple Streams of Income –  
Listing of Transportation Companies



Please note your company contact information and description has been provided to Multiple Streams of Income out of Roswell, New Mexico. Due to client confidentiality requests, we can only provide you the requestor's company name. You will be hearing from the client directly if he/she desires more information from you.

Thank you,  
Julia Chin  
Destination Meetings Manager  
Orlando/Orange County Convention & Visitors Bureau, Inc.  
6700 Forum Drive, Suite 100  
Orlando, FL 32821-8017  
Phone: 407-354-5576      Fax: 407-370-5017  
E-Mail: [julia.chin@orlandocvb.com](mailto:julia.chin@orlandocvb.com)

Orlando voted #1 for high level of service by readers of Meeting News ...  
Take control and save time with the most powerful Website in the CVB industry.  
Please visit [www.orlandoconvention.com](http://www.orlandoconvention.com)

# Membership Referral Lists

## **1-800-BOOK-A-LIMO, Int'l Chauffeured Service**

Shannon Gusche

53 East 34 Street

New York, NY 10016

Phone: 212 - 213-0302

Fax: 212 - 213-5394

Email: [info@bookalimo.com](mailto:info@bookalimo.com)

URL: [www.bookalimo.com](http://www.bookalimo.com)

Sedans, limousines, vans and motorcoaches at great rates. Superior services in over 450 cities worldwide servicing over 30,000 travel agencies and many fortune 1000 companies.

## **American Coach Lines of Orlando, Inc.**

Karen Volel

4950 L B McLeod Road

Orlando, FL 32811

Phone: 407 - 826-9999 6511

Fax: 407 - 826-5156

Email:

[kvolel@americancoachlines.com](mailto:kvolel@americancoachlines.com)

URL: [www.americancoachlines.com](http://www.americancoachlines.com)

The nation's largest motorcoach provider, offering service for group charters, convention transportation, daily and customized sightseeing tours and overnight trips. Wheelchair accessible van services are also available.

# Sample Discount Coupon Lead



## BROCHURE & DISCOUNT COUPON REQUESTS

**TAX DEPOT, Alan Heche, 35 North 500 West, Kaysville, NV 84037**

**Mtg Location: Hilton in Walt Disney World; Mtg Dates: December 4-5, 2009; # of Attendees: 270**

Client is requesting brochures, discount coupons (valid through December 2009) and complimentary give-away items to include in welcome packets. **Please send what you can directly to client, Alan Heche, by February 21st.** Group will appreciate all items received - thank you.

(02/06/09) Robin Houdyschell, Destination Meetings Manager

E-mail: [robin.houdyschell@orlandocvb.com](mailto:robin.houdyschell@orlandocvb.com)

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***We love your participation in brochure and discount coupon requests! These are a great way to reach the individual attendee in town for a convention.***

Orlando CVB LEADS are proprietary information intended for the sole use of its members.  
Please note: If you are unable to view HTML E-mails, you will not see the graphics associated with this message.

# Sample of Discount Coupon Offering

You can offer a discount coupon to incoming groups.

Your Logo

Your Company Name

Name of Group

*Sample Offer:*

Good for 10% off total bill (excludes alcohol). Not valid with any other offers, discounts, or group event dining.

**Valid (meeting dates)**

# Sample Definite Page

- Definites can be found on our website:  
[www.orlandoinfo.com/members/](http://www.orlandoinfo.com/members/)
- Submit your username and password
- Click Weekly Definites

Weekly Definites by Week Booked

Last Updated on 06/04/09 at 8:00 AM

Weekly Definites: Week of May 25-31, 2009

Organization	Meeting	Mtg Start	Mtg End	Delegates	PeakFms	HQOT	HTF
North American Snapping Association, L.L. The	Rooms Only	7/25/09	7/25/09	100	50	Disney's Coronado Springs Resort	NU
Out South Florida	Boater Dinner	1/25/10	1/25/10	400	80	Rosen Plaza Hotel	FL
Triumph Motorcycle	Annual Dealer Conference	9/17/09	9/21/09	400	100	JW Marriott Orlando, Grande Lakes	GA
Association for Information Systems	The International Conference on Information Systems	12/12/12	12/20/12	1,000	150	Orlando World Center Marriott	GA
American Society of Mechanical Engineers	ATT Elevators and Escalators	9/14/09	9/16/09	70	30	Renaissance Orlando Resort At SeaWorld	NY
Florida	Waters Institute	12/16/06	11/20/09	4,000	300	Orlando World Center Marriott	NY
Healthcare Business Media	HCRA - DR Summit and Expo	4/15/12	4/17/12	400	400	Walt Disney World Swan and Dolphin Resort	NU
PEI National Academy Associates	Training Conference	9/27/09	9/14/09	50	30	Hyatt Regency Grand Cypress	FL
Healthcare Business Media	HCRA - DR Summit and Expo	4/20/10	4/22/10	400	400	Walt Disney World Swan and Dolphin Resort	NU
American Academy of Otolaryngology	Annual Convocation	3/19/18	3/19/18	600	300	Rosen Springs Creek	FL
Jones High School	Class Reunion	7/24/09	7/25/09	100	10	Rosen Plaza Hotel	FL
American Academy of Otolaryngology	Annual Convocation	3/17/13	3/24/13	600	300	Rosen Springs Creek	FL
Schwan Food Company, The	Schwan's Home Service National Sales Leadership Conference	1/21/10	1/23/10	1,300	300	Hilton Orlando Bonnet Creek	MH
Healthcare Business Media	HCRA - DR Summit and Expo	3/22/11	3/22/11	400	400	Walt Disney World Swan and Dolphin Resort	NU
American Beverage Association	Interflow	9/22/10	9/24/10	3,000	1,000	DCC	VA
National Business Aviation Association	Annual National Convention	1/20/12	1/13/12	31,000	10,000	DCC	DC
Center for Alcohol and Substance Education	APPL Conference	1/27/10	2/1/10	200	80	Hyatt Regency Grand Cypress	FL
Society of American Florists	Plant Management Conference	2/25/10	2/27/10	200	80	Hyatt Regency Orlando International Airport	VA
	TOTAL:			18	44,230		

Weekly Definites: Week of May 18-24, 2009

Organization	Meeting	Mtg Start	Mtg End	Delegates	PeakFms	HQOT	HTF
Health Industry Group Purchasing Association	International Expo	1/22/10	1/23/10	300	400	JW Marriott Orlando, Grande Lakes	DC
No 5th International, Inc.	North America Kick-Off	1/29/10	1/23/10	1,000	100	Orlando World Center Marriott	NY
Prattitec of Food Technologists	Florida Section IPT Supplement Night	3/27/10	3/27/10	110	60	Doubletree Hotel at the Entrance to Universal Orlando	FL
American Academy of Sleep Medicine	Introduction to Central Sleep Medicine	11/19/09	11/20/09	120	60	Hyatt Regency Grand Cypress	NY
Health Industry Group Purchasing Association	International Expo	1/17/10	1/20/10	300	400	JW Marriott Orlando, Grande Lakes	DC
University of Florida Institute of Food and Agricultural Sciences	Hazard Analysis and Critical Control Points (HACCP) Conference	7/14/09	7/15/09	40	10	Royal Plaza in the Walt Disney World Resort	FL
National Collegiate Music Conference	Lighting Symposium	4/19/10	4/22/10	175	10	Swire Vista Place Hotel and Spa	NY
Webinars, Incorporated	Meeting	11/13/09	11/13/09	11	10	Renaissance Orlando Resort At SeaWorld	MH
National Council for Suicide Prevention	Annual August North American Convention	8/21/10	8/19/10	7,000	600	Orlando World Center Marriott	AZ
Progressive National Baptist Convention	Writer Board of Trustees Meeting	3/21/10	3/21/10	18	10	Holiday Inn Orlando International Airport	IL
American Association of Medical Assistants	NOV/DEC RAC Forum	6/22/09	6/27/09	120	120	Renaissance Orlando Resort At SeaWorld	NY
Novartis Pharmaceuticals Corporation	Annual National Conference	1/22/11	1/22/11	1,900	900	Swire Vista Place Hotel and Spa	NY
International Catholic Stewardship Council	Student Government Presidents Assembly	11/4/09	11/4/09	250	130	International Plaza Resort & Spa	FL
Florida Community College Adult Education	Governor's Awards	5/14/09	5/14/09	300	10	Renaissance Orlando Resort At SeaWorld	FL
Florida Association of Homes and Services for the Aging	Board Meeting	1/22/09	1/22/09	250	30	International Plaza Resort & Spa	FL
Federal Aviation Administration	TSA/ST Partnership and Training Conference	3/29/10	4/3/10	1,200	1,200	Walt Disney World Swan and Dolphin Resort	DC
International Dairy Foods Association	International Dairy Forum	1/23/13	1/23/13	700	250	JW Marriott Orlando, Grande Lakes	DC
Nick Anderson Golfing for Charities	Nick Anderson Golfing for Charities	7/18/09	7/18/09	500	20	Hyatt Regency Grand Cypress	FL
Florida Scholars Press Association	Annual	4/27/11	5/1/11	1,000	340	Hilton in the Walt Disney World Resort	FL
Governors Commission on Disabilities	Meeting	6/3/09	6/3/09	50	20	Rosen Centre Hotel	FL
University of Florida Institute of Food and Agricultural Sciences	NC 1025 Meeting	11/21/10	11/21/10	28	10	Grand Bohemian Hotel, The	FL
Pfizer Pharmaceutical Corporation	East Sales Meeting	6/21/09	6/25/09	200	210	Rosen Springs Creek	FL
Interactive Connections	Interactive Connection Conference	11/21/10	11/21/10	50	30	International Plaza Resort & Spa	FL
	TOTAL:			24	16,879		

Weekly Definites: Week of May 11-17, 2009

Organization	Meeting	Mtg Start	Mtg End	Delegates	PeakFms	HQOT	HTF
Britco-Meyn South	A-Board Project Code SMP2004	6/2/09	6/2/09	11	10	Peabody Orlando	DC
National Guard Bureau	Subject Matter Expert Conference	5/13/09	5/22/09	50	50	Doubletree Castle Hotel, The	VA
Patina Development	Leadership Conference	1/31/10	1/31/10	90	50	Holiday Inn - In the Walt Disney World Resort	TX
Florida Law Related Education Association	Project Citizen Showcase	6/21/09	6/22/09	12	10	Country Inn & Suites - by Carlson Orlando Universal Plaza	FL
DLA Westcoast	Junior & Senior Nationals	6/20/10	7/4/10	3,000	1,700	DCC	NY
Central Florida Sports Commission	East-West Shrine Game	1/15/10	1/24/10	1,000	376	Rosen Plaza Hotel	FL
North Family Reunion	Reunion	1/20/09	6/20/09	30	10	International Plaza Resort & Spa	L
Waypoint James & Associates	100 Years Santa Fe Springs	9/17/09	9/17/09	75	10	Peabody Orlando	FL
Society of Plastics Engineers	100th Plastics Environmental Conference	3/6/10	3/11/10	300	200	Florida Hotel and Conference Center, The	GA
	TOTAL:			8	4,881		

# What gets planners' attention in a direct mail piece?

- **Brief, at-a-glance information** **67%**
- **Free or discount offers** **27%**
- **Comprehensive information** **26%**
- **Oversized or eye-catching packaging** **24%**
- **Teasers/giveaways** **21%**

*(Source: Meetings and Conventions, [www.meetings-conventions.com](http://www.meetings-conventions.com))*

# General Timelines

- **Please refer to page 9 in the Appendix of your handout**
- **This timeline will give you a general idea of when groups may request your services**



# Maximize Your Membership

- **Attend Member Presents**
  - Casey Thompson 407-354-5579
- **Attend CVB Luncheons and Mixers**
- **Join a Membership Lead Group**
  - Contact your Membership Sales Manager
- **Make certain that you are in the proper category(s) and that your 25 word description is up to date**
  - Membership Department 407-541-4303
  - Email [MemberServices@orlandocvb.com](mailto:MemberServices@orlandocvb.com)
- **If you have extranet questions, please contact [memberservices@orlandocvb.com](mailto:memberservices@orlandocvb.com)**

Thank you for  
your membership!