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*Mission Statement:*  
**Convention Services**

*To promote convention attendance growth through various cooperative promotional opportunities and to assist meeting planners and individuals seeking services from our members.*

*The Convention Services Department is the services arm to the convention meeting planners and the liaison for Visit Phoenix members.*

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# **CONVENTION SERVICES**

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The Convention Services Department's support for meeting planners starts at the beginning of the sales process.

Convention Services works in partnership with the Sales Department to ensure a seamless transition from the sales process to servicing groups. Once a convention group is definite, Convention Services offers the meeting planner assistance in all areas of hospitality to support their meeting operations. The goal of the Convention Services department is to make sure meeting planners and their convention attendees have a positive experience, increasing the opportunity for return business. The Convention Services Department also offers support to groups that book direct with hotels and resorts.

The outstanding service provided to meeting planners has been instrumental in Visit Phoenix winning the prestigious Gold Service Award from Meeting & Conventions magazine for 27 years.



## **The Convention Services staff offers the following to provide assistance to meeting planners:**

- ◆ Serve as a liaison between meeting planners and Visit Phoenix members
- ◆ Registration assistance
- ◆ Develop community awareness
- ◆ Coordinate/Conduct site inspections of meeting venues, hotels and locations for off-site events
- ◆ Assist with hotel site inspections for overflow hotel rooms
- ◆ Manage overflow hotel agreements
- ◆ Act as a liaison between city officials and members
- ◆ Provide welcome street pole banners and signage for large downtown groups
- ◆ Provide welcome presentations to attendees
- ◆ Provide welcome presentations to spouses
- ◆ Attend Pre-Con meetings
- ◆ Create and distribute Convention Profiles to Downtown ambassadors, restaurants, taxi services, pedal cab companies, airport staff, etc. to welcome attendees

# CONVENTION SERVICES

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## Leads

We send out a lead (request for service) to our membership for requests made by groups booked through our Sales department as well as for groups or individuals not booked through Visit Phoenix.

- ◆ Our goal is to match as many members as possible with the request by referring to our membership database and specific membership categories.
- ◆ All leads will be distributed to members through Visit Phoenix's online system in order to provide an immediate response.

## Referrals

- ◆ If a group or an individual is looking for a specific service but does not want a lead sent out, we will refer members in the requested membership category.
- ◆ Our referrals consist of a listing of *all* members within the appropriate membership category.
- ◆ Planners are often referred to the Membership listing on Visit Phoenix's website at [www.visitphoenix.com](http://www.visitphoenix.com)

# **CONVENTION SERVICES**

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## **Site Inspections**

- ◆ Convention Services will assist meeting planners with site inspections of various member properties, the Phoenix Convention Center and member venues.
- ◆ We will set-up, coordinate, and, on most occasions, accompany the meeting planner on the site visit.

## **Promotional Trips**

- ◆ Convention Services will attend conventions in other cities of large groups that are scheduled to meet in Phoenix the following year.
- ◆ The purpose of these trips is to promote Phoenix and our members to the convention attendees in order to build excitement and increase delegate attendance for the following year.

## **Welcome Presentations**

When requested by the Convention Meeting Planner, Convention Services will welcome large groups during their meeting in Phoenix.

## **Registration Staff**

- ◆ Convention Services has its own staff of registrars who are available to assist any size group in the Greater Phoenix area.
- ◆ Our registrars are capable of performing duties to include, but not limited to, typing, data entry, cashiering, clerical and room monitoring.
- ◆ Our registrars are familiar with the Valley, well informed, bonded, uniformed, reliable and friendly.