

CONVENTION & EVENT SERVICES

February - 2010

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SERVICES PROVIDED

Industrial Research Institute -

The Convention Services Department supplied this group with area information, an airport welcome, and printed, labeled, and posted over 1,200 “save the date” postcards for this group. Our monetary support for this group meeting was \$707.13.

West Coast District Dental Association -

This was a group that was picked up as a result of The Florida Encounter held in Clearwater Beach in August, 2009. The Convention Services Department supplied this group with area information, an airport welcome, and printed, labeled, and posted over 1,000 “save the date” postcards for this group to help promote attendance during their 88th Annual Meeting in February, 2010. Our monetary support for this group meeting was \$527.36.

OTHER SERVICES PROVIDED

Thirty-seven (37) **groups** consisting of **11,546 attendees** were assisted by Convention Services during February, 2010. There were **12,680 pieces of collateral distributed** to these groups and **twenty-nine (29) airport welcomes** posted during the month.

VOLUNTEER ASSISTANCE PROVIDED

There was no volunteer assistance requested by any of the groups for the month of February.

INDUSTRY PARTNERS

Through various networking opportunities, the Convention Services Manager was able to **add two (2) new industry partners** to our Resource Listing during the month of February, 2010. These were **Critical Intervention Services**, a plain-clothed security agency for special meetings and events, and the **St. Petersburg Historical Society**, who lead guided walking history tours of the area or provide “step on guide” service when a group has hired a bus for their tour.

LEADS FROM CONVENTION SERVICES TO MEETING SALES DEPARTMENT

Through email and telephone inquiries received during February, the Convention Services Manager was able to refer **eight (8) new leads** to the Meeting Sales Representatives for follow up.

LEADS TO SUPPLIERS

There were **two (2) leads sent to fourteen (14) of our supplier partners** during February through Requests for Proposals for Transportation to three (3) transportation companies and eleven (11) Off-Site Venues and Attractions.

NEW MEETINGS REFERRED TO CONVENTION SERVICES

There were a total of **twenty-four (24) new meetings** referred to the Convention Services Department for follow up during the month of February, 2010.

DMAI –MINT SYSTEM REPORTING

During January, 2010, there was **five (5) new meetings** booked into the system and **eleven (11) meeting histories** were submitted.