

SMI Annual Client Conference Agenda

2010 SMI Annual Client Conference
 April 20-23, 2010
 Hilton Milwaukee City Center
 Milwaukee, WI

Tuesday, April 20, 2010

2:00 pm - 5:00 pm	Customer Advisory Group Meeting LOCATION: Wright A Room
4:00 pm - 6:00 pm	REGISTRATION LOCATION: Wright Foyer
6:30 pm - 8:30 pm	Opening Reception Sponsored by VISIT Milwaukee LOCATION: Miller Time Pub , located in the Lower Lobby of the Hilton Milwaukee City Center

Wednesday, April 21, 2010

7:30 am - 8:30 am	BREAKFAST: Wright C Ballroom	
8:30 am - 9:30 am	Welcome Address by VISIT Milwaukee and SMI Introductions, Opening Remarks and Sponsor Recognition LOCATION: Wright AB Ballroom	
9:30 am - 9:45 am	REFRESHMENT BREAK: Wright C Ballroom	
	GENERAL SESSION: Wright AB Ballroom	DESTINATION 3000 LAB: Walker Room
9:45 am - 11:15 am	Budget Module Case Study Presentation by the Kansas City CVA: Following the addition of the first Expense module in D3000, the Kansas City CVA commissioned the first integrated Budget Module as well, making D3000 a part of the process from start to finish, and further leveraging D3000 as the centralized database that is used by the entire organization. During this presentation the Kansas City CVA will present the customized Budget Module, and will showcase how it is used to complete the full circle of planning, implementation, execution and reporting, allowing a better evaluation of true ROI.	Open Destination 3000 Lab Session: SMI and/or our Technology Partners will be on hand to answer questions, explain best practices, and offer assistance on using D3000 and its partner applications. Workstations will be set up throughout the meeting room to provide a “hands on” experience whenever possible.
11:15 am - 11:30 am	REFRESHMENT BREAK: Wright C Ballroom	
11:30 am - 12:30 pm	Using Email to Propel your Social Networking Initiatives on Facebook and Twitter: This presentation, given by SMI’s technology partner Informz, will explore ways that you can integrate email into your marketing mix as a way to promote and drive people to your social networking sites. We will take a look at strategies, examples from real clients, and ways to analyze your results.	Open Destination 3000 Lab Session: SMI and/or our Technology Partners will be on hand to answer questions, explain best practices, and offer assistance on using D3000 and its partner applications. Workstations will be set up throughout the meeting room to provide a “hands on” experience whenever possible.

12:30 pm - 1:30 pm	LUNCH: <u>Wright C Ballroom</u>	
	GENERAL SESSION: <u>Wright AB Ballroom</u>	DESTINATION 3000 LAB: <u>Walker Room</u>
1:30 pm - 2:30 pm	Destination 3000 V6: Learn about the next version of Destination 3000, a totally redesigned CRM web application. A walk through of the IP module will be given, to give attendees a general understanding of how the new version will look and function. Other areas will include browser support, application modules, shared contacts, Google Maps, Informz integration with all contacts, MeetingBroker, EmpowerMint.com and future development such as RSS feeds and web services for 3 rd party integration.	Destination 3000 Point Upgrade Features Recap: There are currently two dozen point upgrades available for you to enhance the functionality of your Destination 3000 system. Meet with Paul Franke, Jr. during this hour for an overview of the most popular available D3000 Point Upgrades, such as Trace Rules, Trace Integration with Outlook tasks and appointments, mass-assigning mail codes, calendar of events module recurrence rules and more.
2:30 pm - 2:45 pm	REFRESHMENT BREAK: <u>Wright C Ballroom</u>	
2:45 pm - 3:45 pm	The Destination 3000 MeetingBroker Integration - The Latest Advance in DMO Lead Sending Technology: Similar to the advances that were made when the DMO Industry went from faxing to emailing leads to Members as the Members moved forward with the necessary technology, this direct integration between your DMO's Destination 3000 system and the Members' MeetingBroker/Delphi systems is gaining in popularity. During this hour an overview of the features and important benefits of this integration will be given, and SMI will give you an inside look at how the integration is being coordinated and managed for our clients. Time will be scheduled to allow for answering your questions as well.	An Overview of Destination 3000™ Web Solutions: Visit with SMI Director of Sales & Marketing, Paul Franke, Jr., for an overview of SMI's powerful, robust and flexible product line of website integration solutions that can be easily deployed on any destination web site and seamlessly link and drive content on your website to and from your <u>Destination 3000</u> system. These Web Solutions can be purchased ala cart or as a complete website integration package. This D3000 Web Solution set includes the following Solutions: <ul style="list-style-type: none"> • Member/Partner Extranet • Online Meeting Planner RFP and Extranet • Online Member/Partner Listings w/ optional Google Maps integration and User-Generated Ratings & Reviews • Online Convention Calendar • Online Request Fulfillment Forms, including for PR/Media, Visitors and Travel Industry Marketing • Online Calendar of Events • Online Media Room
Open Evening	There are no evening functions scheduled for tonight so please feel free to enjoy Milwaukee on your own.	

Thursday, April 22, 2010

7:30 am - 8:30 am	BREAKFAST: <u>Wright C Ballroom</u>	
	GENERAL SESSIONS: <u>Wright AB Ballroom</u>	DESTINATION 3000 LAB: <u>Walker Room</u>
8:30 am - 9:30 am	<p>New York State Department of Economic Development: SMI will review the many modifications that have been done to Destination 3000 v5 and the Member Extranet for the New York State Department of Economic Development. Some modifications include an automatic code inheritance on a tertiary level (Major to Minor to Amenity relationship), image uploading and automatic cropping tool, bulk e-mailing of approvals / disapprovals inside of the member extranet, Omni Auditing Software installation and Singular / Bulk Inventory Management.</p>	<p>Open Discussion on the Future of Mobile Devices in the DMO Industry: SMI would like to take this opportunity to discuss the future of Mobile Devices with our clients and get their valuable feedback on where they feel DMO's should be in terms of offering mobile applications for consumers, etc.</p>
9:30 am - 9:45 am	REFRESHMENT BREAK: <u>Wright C Ballroom</u>	
9:45 am - 10:45 am	<p>Destination 3000-EmpowerMINT Integration: SMI will be demonstrating the long awaited integration between Destination 3000 v.5 and EmpowerMINT.com from DMAI. The session will highlight the new features that will dramatically improve and streamline the reporting process to EmpowerMINT while also helping our customers more efficiently access EmpowerMINT.com data for new sales opportunities.</p>	<p>An Overview of Destination 3000™ Web Solutions: Visit with SMI Director of Sales & Marketing, Paul Franke, Jr., for an overview of SMI's powerful, robust and flexible product line of website integration solutions that can be easily deployed on any destination web site and seamlessly link and drive content on your website to and from your <u>Destination 3000</u> system. These Web Solutions can be purchased ala cart or as a complete website integration package. This D3000 Web Solution set includes the following Solutions:</p> <ul style="list-style-type: none"> • Member/Partner Extranet • Online Meeting Planner RFP and Extranet • Online Member/Partner Listings w/ optional Google Maps integration and User-Generated Ratings & Reviews • Online Convention Calendar • Online Request Fulfillment Forms, including for PR/Media, Visitors and Travel Industry Marketing • Online Calendar of Events • Online Media Room
10:45 am - 11:00 am	REFRESHMENT BREAK: <u>Wright C Ballroom</u>	
11:00 am - 12:00 pm	<p>Member Extranet Case Study Presentation by the Orlando/Orange County CVB: Presentation to include Orlando CVB's recent Member Extranet enhancements, including lead availability/response expansion, new Dynamic File, Video & Report Sharing Management System, convention calendar enhancements, etc.</p>	<p>Open Destination 3000 Lab Session: SMI and/or our Technology Partners will be on hand to answer questions, explain best practices, and offer assistance on using D3000 and its partner applications. Workstations will be set up throughout the meeting room to provide a "hands on" experience whenever possible.</p>
12:00 pm - 1:00 pm	LUNCH: <u>Wright C Ballroom</u>	

	GENERAL SESSIONS: <u>Wright AB Ballroom</u>	DESTINATION 3000 LAB: <u>Walker Room</u>
1:00 pm - 2:00 pm	Using the Google Map API with Destination 3000 to Enhance your Website: SMI will review some of the new ways that we are using the Google API to enhance our client's websites. Demonstrations on the ability to use Major Codes (or others) as map legends for finding other members nearby and the ability to automatically assign X / Y coordinates (Lat / Long) through Destination 3000. This session will be open for questions and answers once the demonstrations of several websites are complete.	Destination 3000 Point Upgrade Features Recap: There are currently two dozen point upgrades available for you to enhance the functionality of your Destination 3000 system. Meet with Paul Franke, Jr. during this hour for an overview of the most popular available D3000 Point Upgrades, such as Trace Rules, Trace Integration with Outlook tasks and appointments, mass-assigning mail codes, calendar of events module recurrence rules and more.
2:00 pm - 2:15 pm	REFRESHMENT BREAK: <u>Wright C Ballroom</u>	
2:15 pm - 3:15 pm	IGENO Tourism Dashboard and Managed Reporting Services: In the course of SMI's work with our DMO customers, we have learned that our customers have vast, complex and ever-changing reporting requirements. In order to appropriately respond to this demand, SMI recognized the need to find a strategic partner who specialized in managed reporting services. As such, SMI has partnered with IGENO, a Vancouver based company led by CEO, Mark Clancy. During this hour, Mark will demonstrate their Tourism Dashboard and Managed Reporting Services through a series of case studies of clients such as Visit Jacksonville and Tourism Vancouver. These case studies will include executive dashboards, sales and marketing reports and some specific, tactical dashboards such as one used during the 2010 Winter Olympics.	Open Destination 3000 Lab Session: SMI and/or our Technology Partners will be on hand to answer questions, explain best practices, and offer assistance on using D3000 and its partner applications. Workstations will be set up throughout the meeting room to provide a "hands on" experience whenever possible.
3:15 pm - 3:30 pm	REFRESHMENT BREAK: <u>Wright C Ballroom</u>	
3:30 pm - 4:30 pm	Open Appointments with SMI Staff During this time, all SMI Staff at the Conference will be available to meet separately with clients and prospective clients, in either of the Meeting Rooms, to address training questions, discuss projects or provide sales information. Appointments must be made in advance. Attendees will be given the opportunity to book appointments the week before the conference.	
6:30 pm - 8:30 pm	CLOSING RECEPTION Join the team from SMI and your industry colleagues for our closing reception at the <u>Milwaukee Ale House</u> .	

Friday, April 23, 2010

8:00 am - 9:00 am	BREAKFAST, CLOSING REMARKS AND CONFERENCE WRAP UP: <u>Regency Ballroom</u> Attendees will be able to enjoy breakfast during the closing remarks and conference wrap up. The location of the 2011 Client Conference will also be announced.	
	LOCATION: <u>Wright A Ballroom</u>	LOCATION: <u>Wright B Ballroom</u>
9:10 am - 10:30 am	*Open Forum Discussion - Convention Sales and Services	*Open Forum Discussion - Membership/Industry Partner Management
10:30 am - 10:40 am	BREAK	
10:40 am - 12:00 pm	*Open Forum Discussion - Information Technology/Online Marketing	*Open Forum Discussion - Codes Management and Reporting Options
* Please note that the Open Forum Discussion Topics are subject to change based on actual Registrants who would be attending discussions on those topics.		