



## **Trade Show Report**

### **Meetings Today LIVE – Denver, CO**

July 25 - 26, 2022

#### **Montana Representation:**

- Western Montana's Glacier Country
- Big Sky Resort

#### **Overview:**

- Meetings Today LIVE is a hosted buyer, appointment-only, reverse trade show. They worked hard and preapprove the most active corporate and association planners. A total of 30 planners were there and 60 suppliers. They like a 2:1 ratio.
- Glacier Country Tourism was matched with 22 buyers for 7-minute appointments which wasn't nearly enough time to learn about what they needed and tell them about Glacier Country. More of a meet/greet and follow up later type of trade show.
- The real benefit to this show is the additional networking times in the 2 days were sat on the bus or casually chatted and connected with those you met with and some of those you weren't matched with.
- We increased our database with 22 new meeting planners.
- I will watch for future Meeting Today Live events and decide if it's a good fit.

#### **Appointments and projected ROI:**

This was my first meetings show post-pandemic. Planners were very eager to meet and learn. Most of my appointments were with planners that didn't know Montana at all. I spent most of the appointment explaining how to get to Montana and our airlift into the region. If they did know Montana it was our corporate incentive piece or higher end properties. I connected with them on their corporate incentive needs with our luxury guest ranches and explained about our convention hotel properties for association business. Several appointments had meetings in the 50-100 people range which is perfect for most of our convention hotels in our three hub cities. Several were looking for retreat locations as well. I did get one RFP sent to me from the show from Paul Miller - HPN. I have followed up with all the planners via email and will have to see about ROI.

#### **Recommendations for 2023:**

- I will continue to attend different meetings shows to see which one produced the best ROI. I liked this show and the quality of planners that attended. It takes consistency and continued exposure to build relationships with meeting planners and I feel that this happen at this show. It gave Western Montana great exposure to quality meeting planners that are looking for our unique properties.