

Meetings' STATE OF THE

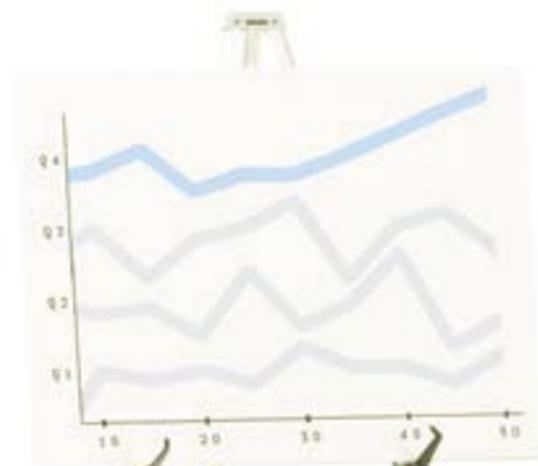
INDUSTRY Report

A look at Minnesota's meetings and hospitality industry.

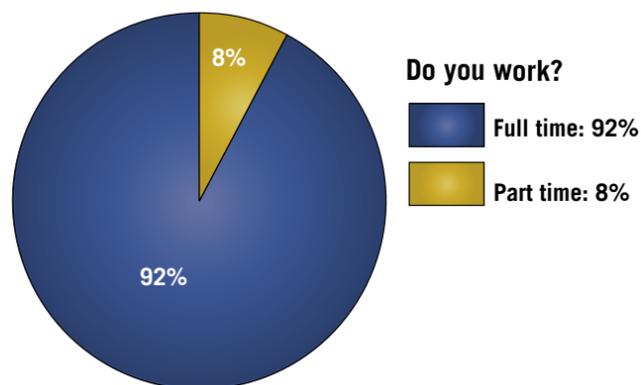
STORY BY JOEL SCHELLER



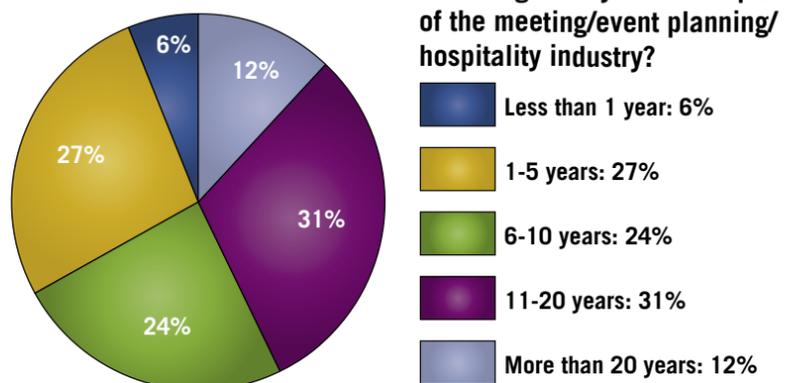
Are you planning more events this year? Do you feel your salary is on par with that of other meeting planners? Has the hospitality industry finally returned to record-setting levels from the turn of the century? This summer, *Meetings: Minnesota's Hospitality Journal* conducted its second annual industry survey to learn how the state's meeting and events industry is changing and what those changes mean for you.



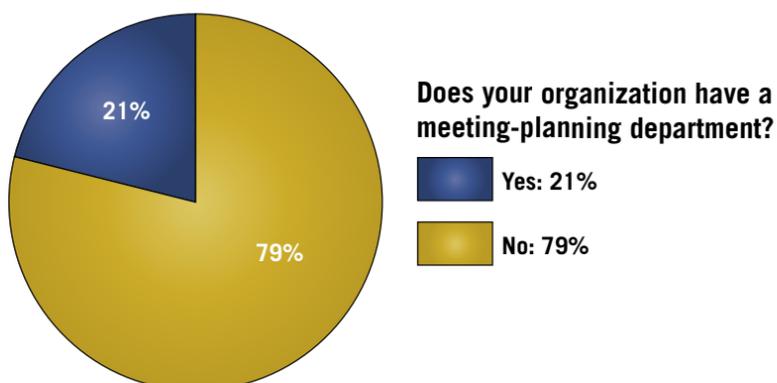
PLANNER SURVEY: A PLANNER'S ROLE



Do you work?
 Full time: 92%
 Part time: 8%



How long have you been a part of the meeting/event planning/hospitality industry?
 Less than 1 year: 6%
 1-5 years: 27%
 6-10 years: 24%
 11-20 years: 31%
 More than 20 years: 12%



Does your organization have a meeting-planning department?
 Yes: 21%
 No: 79%

For many years to come, 9-11 will be used as an economic and cultural bellwether. Surely, markets have since adjusted, and businesses have adapted strategies to move through the difficult days and subsequent economic woes following the tragedy more than four years ago. People are traveling again. Meeting business is back. Yet, the turn of the century remains an economic high-water mark, a time when organizations were forced to build on what they do best.

The past four years of economic rebuilding have been anything but business as usual; the meetings and hospitality industry is no exception. This year, *Meetings: Minnesota's Hospitality Journal* took its second annual look at the industry as it prepares to finally reach new economic heights. While at some levels our industry has never been better, by other measures hospitality hasn't quite made it back to that magic year of 2000.

During the first quarter of 2005, total sales of tourism related goods and services in the United States topped \$1 trillion, according to data gathered by the Bureau of Economic Analysis (BEA). Continued second quarter economic growth of 9.4 percent pushed sales to an all-time high of \$1.03 trillion. Air transportation, which grew the most at nearly 18 percent over the first quarter, helped fuel the economic spurt, though much of the gains were due to airfare increases.

Travel for general business purposes "or to attend a convention, conference or seminar accounts for 12 percent of all domestic travel," according to the Travel Industry Association of America (TIA) Travel Market Report. In 2004 such travel accounted for 144.6 million person-trips. "Overall, business travel began to rebound after five years of decline, increasing 4.3 percent over 2003," says the report. During the same time period, leisure travel, which accounts for 81 percent of all domestic trips, grew at a modest 1.6 percent.

"Record room revenues and total revenues are indicators that the industry has capitalized well on the resurgence of the business traveler," says Mark Lomanno, Smith Travel Research (STR) president. During 2004, the hotel industry increased profits by 30.5 percent to reach \$16.7 billion, according to STR data. Total revenues reached \$113.7 billion, a record high. Despite record revenues, hotel



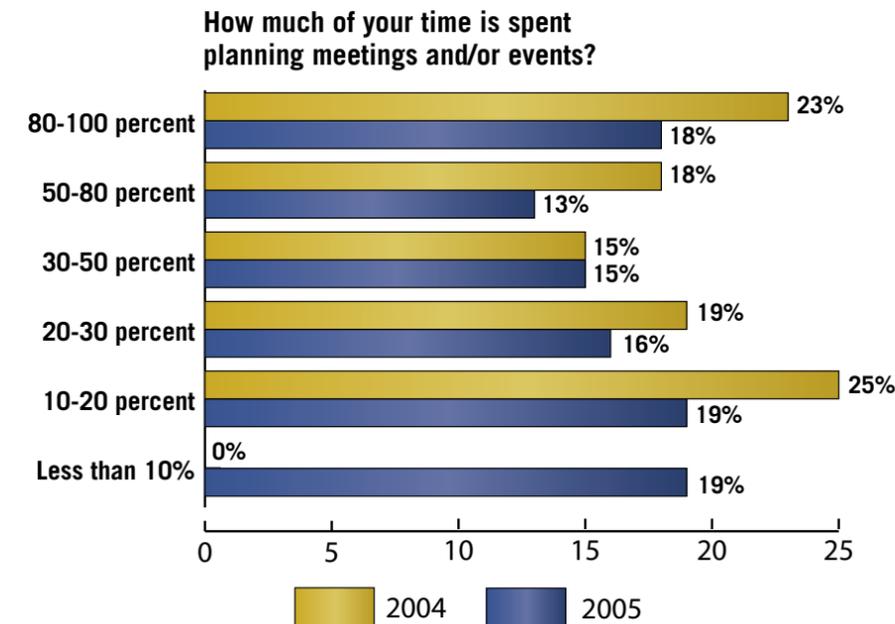
profitability still remains below 2000 levels, when profits topped \$22.5 billion.

Analysts predict the ongoing business recovery, combined with a large demand for hotel rooms—due to a national slowing of hotel construction, as well as damage caused by recent hurricanes in the Gulf Coast—will bring even higher prices and profits to hotels. When final tallies are complete, revenues per available room (RevPAR), a measure of hotel profitability, is expected to increase 8.2 percent over 2004.

"If the industry achieves our forecasted RevPAR growth, it will be the highest full-year increase since STR began tracking lodging industry data," says Lomanno.

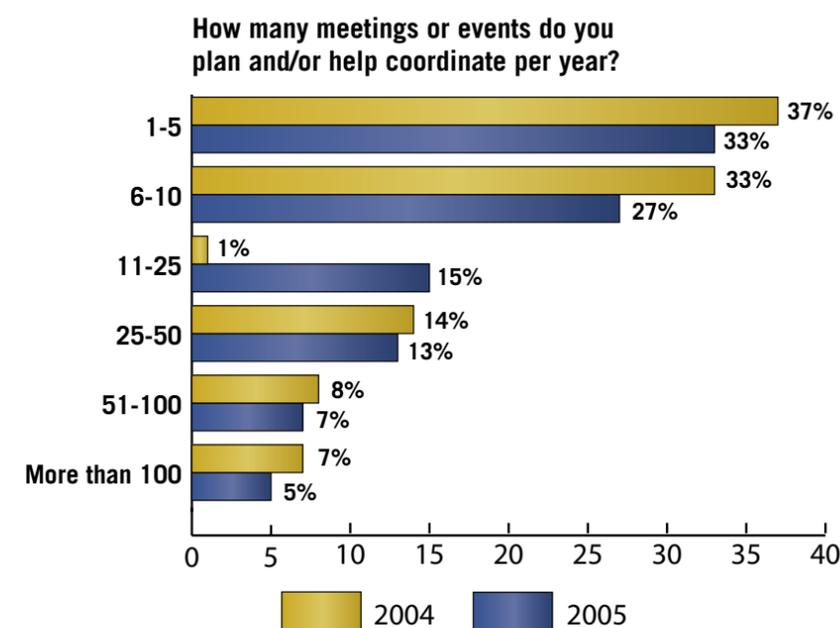
Employment levels also indicate that the hospitality industry is nearing a return to what once was. Nationally, the number of direct tourism jobs grew nearly 1 percent during the first quarter of 2005 to reach 5.5 million, remaining just under levels established in 2001. However, most of the job gains came from retailers, which grew by 1.5 percent, and from a 2.6 percent increase in food and beverage services positions. Travel accommodations job numbers remained unchanged, while all other tourism sectors, such as air transportation and entertainment, experienced job losses.

Regionally, employment data continues to run counter to national trends. In August 2005, Minnesota's leisure and hospitality

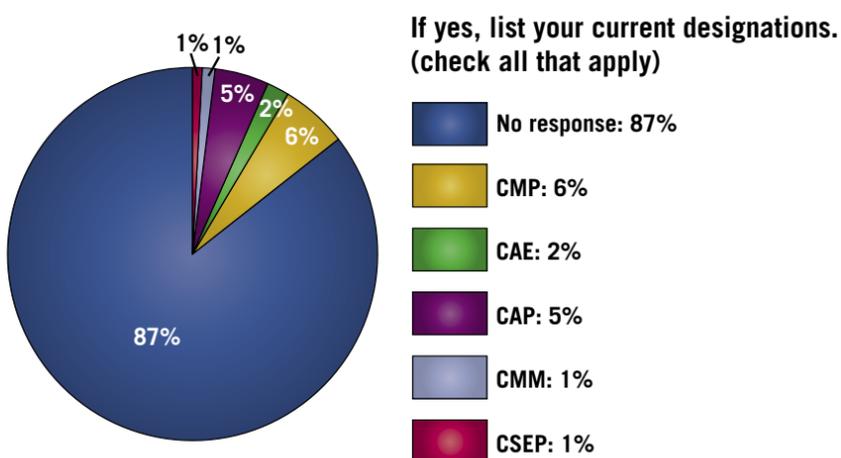
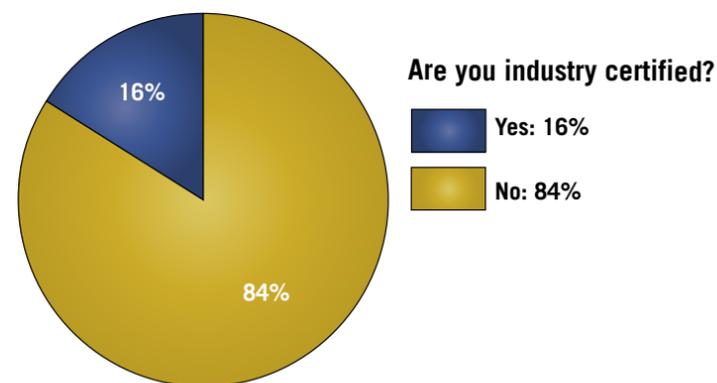
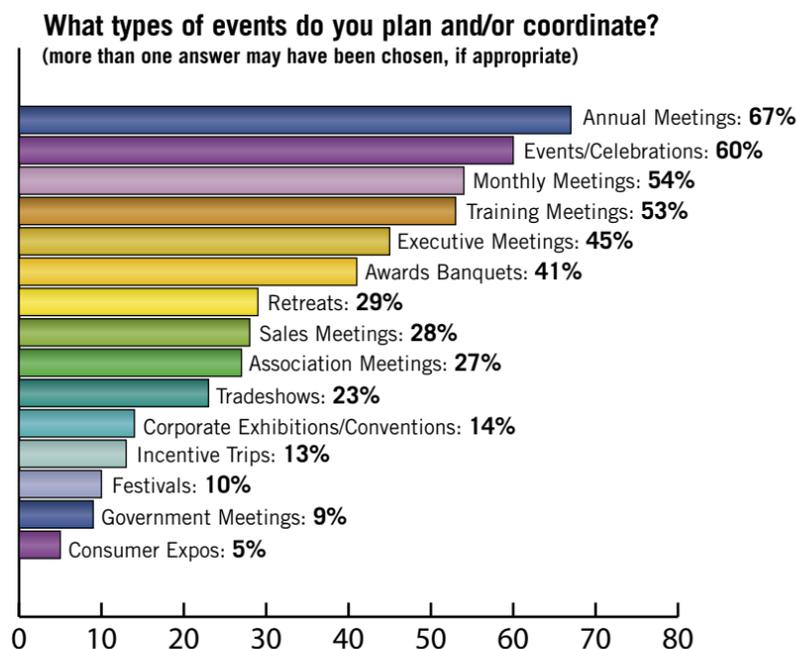


"I am continually jealous, but proud at the same point, when I meet students who say, 'I want to be an event planner. I want to do this for a living and here is how I am going to get there.'"

— Daphne Meyers, Red Barn Group



PLANNER SURVEY: MEETING/EVENT SPECIFICS



employment reached 258,493, according to the Minnesota Department of Economic Development. The 2.47 percent increase from the previous year sets a new all-time high for state employment in the sector.

Surrounding states' leisure and hospitality sectors also report job growth. In July 2005, Wisconsin employment reached 274,400, while Iowa's hospitality employment reached 140,200, both up from the previous year, according to data compiled by the Bureau of Labor Statistics.

In this state of the industry report, *Meetings: Minnesota's Hospitality Journal* sought to examine the regional industry as it has reassembled itself during the first half of this decade. How has our industry changed as it nears full recovery? Surveys were sent to 5,439 meeting planners and hospitality professionals, upon which 234 usable surveys were received—an excellent response rate of more than 4 percent. The following pages highlight the results.

The Nature of the Job

One unique feature evident among meeting planners is that while many perform the job's duties, few call themselves planners. *Meetings'* survey data revealed that not quite one-third of the respondents identified the term meeting/conference planner as best representing their job title. Nonetheless, planning meetings takes up at least part of their working days. Just as many survey respondents spend less than 10 percent of their time planning meetings or events (19 percent) as those who spend between 80 and 100 percent (18 percent).

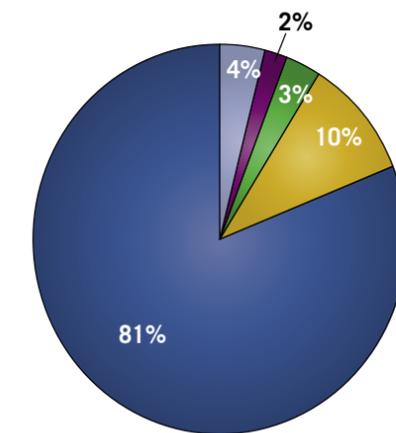
Nearly all of the meeting planners surveyed work full time (92 percent) and have worked in their profession for some time. Nearly one-third of survey respondents have been in the hospitality industry between 11 and 20 years, while another 12 percent have been in the field for an even longer period of time.

As more professionals spend their careers planning meetings they have come to recognize that the field has become more of a true profession, paving the way for those to follow. "I think about when I entered the industry. It has changed dramatically," says Daphne Meyers, survey respondent and managing partner of Red Barn Group, a business consultancy with a focus on events. "If you speak to people who have been around the block as long as I have, we all tell a similar story. We

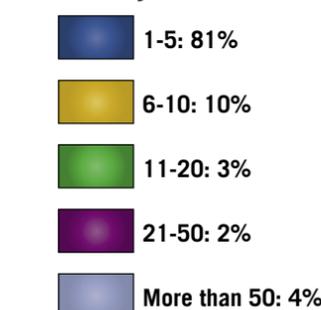
didn't go to school for this. We didn't know people who did this. We sort of stumbled into our first job. We learned on the job. You hear those things consistently. Where I think now, I am continually jealous, but proud at the same point, when I meet students who say, 'I want to be an event planner. I want to do this for a living and here is how I am going to get there.'"

Meyers teaches a course on event planning at Minnesota State University Moorhead, which incidentally falls under the mass communications department. "I get e-mails from students that ask, 'What would you recommend that I take? My school doesn't necessarily have a major in it, but what would you recommend that I take to be you, to get into your field?'" says Meyers. "That's huge. That in and of itself is a huge evolution, because that means, as I have always felt, that this is a profession; this is a career."

Ellie Madson exemplifies the new wave of meeting planner. Madson, a survey respondent, works as a meeting planner for ACA International, a Minneapolis-based association of credit and collection professionals. Each year, Madson helps

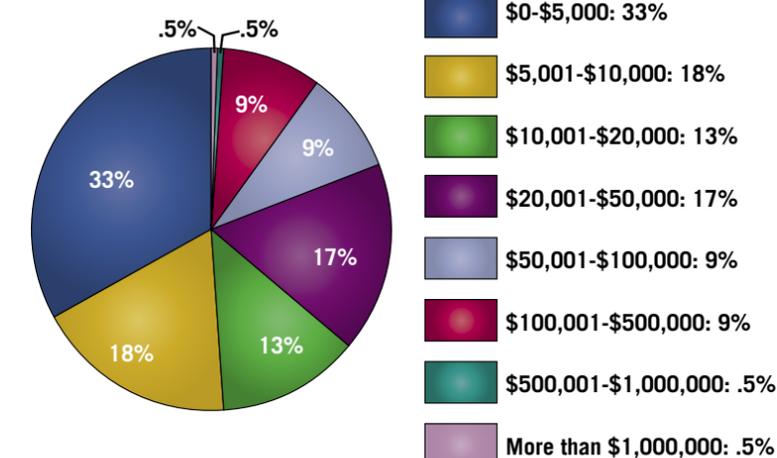


How large is the planning staff where you work?

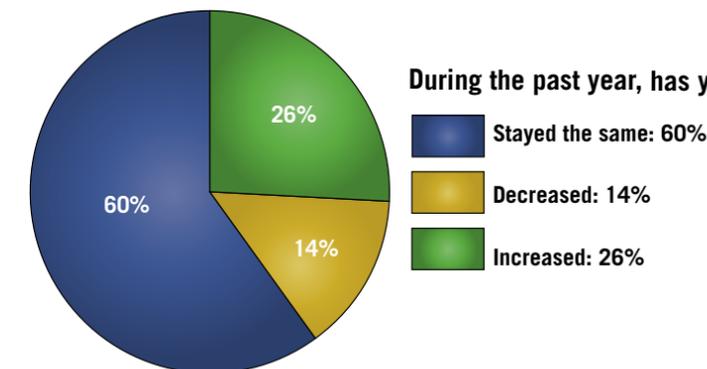


PLANNER SURVEY: BUDGETS

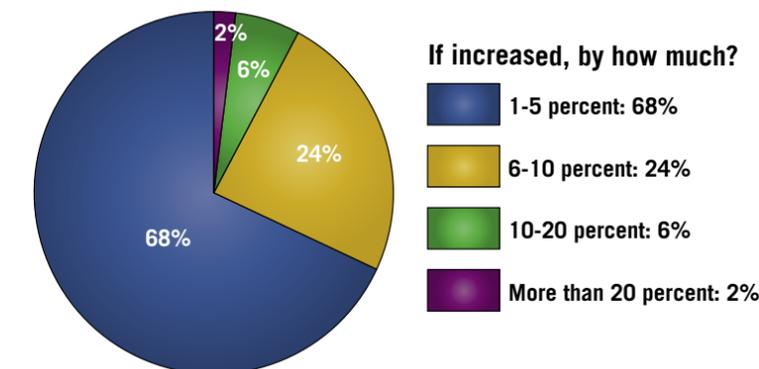
What is your average budget per event?



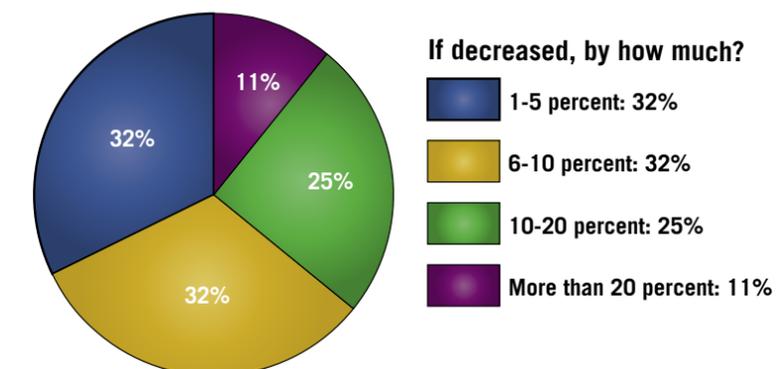
During the past year, has your budget:



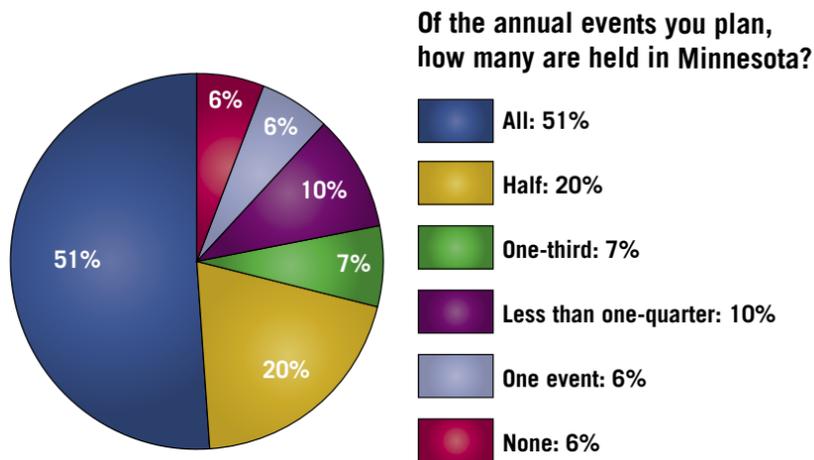
If increased, by how much?



If decreased, by how much?



PLANNER SURVEY: LOCATION

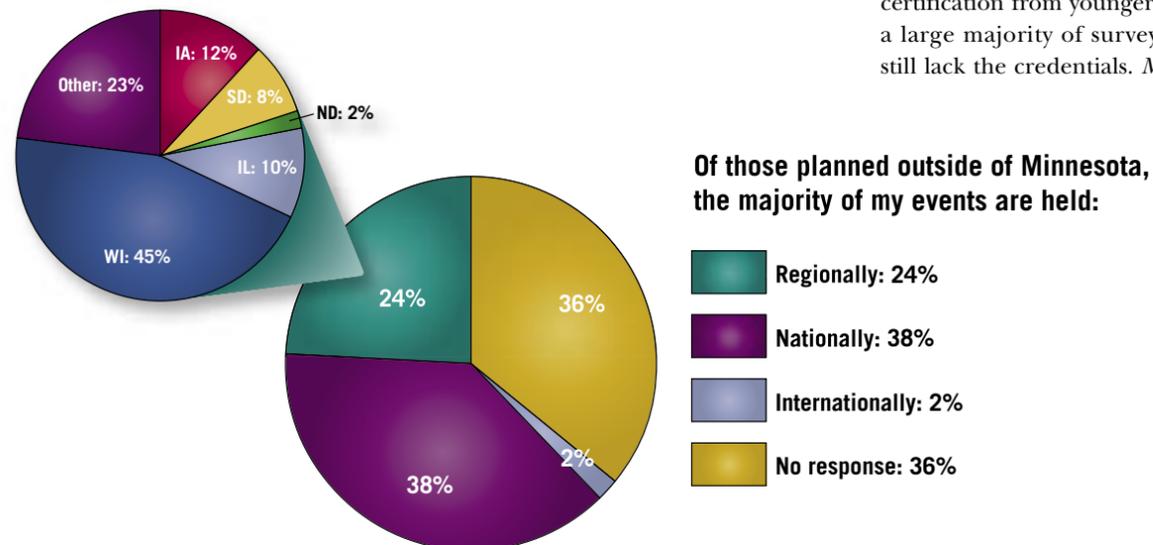
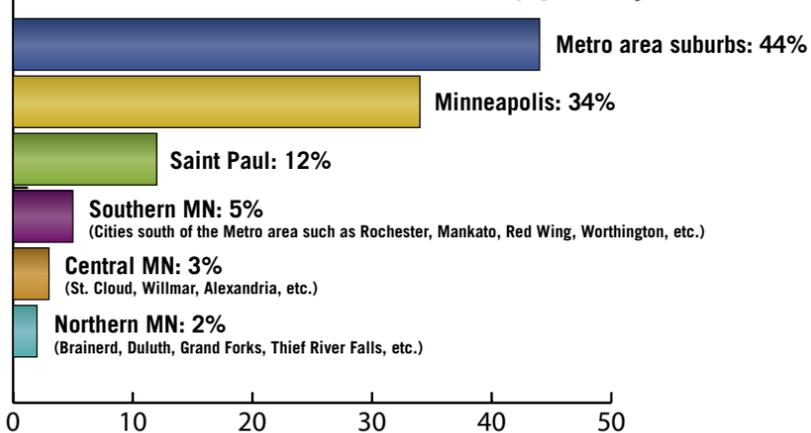


her department plan 25 meetings, which include four tradeshows and a large annual convention.

“The key for me is just getting involved in the industry,” says Madson, who has two years of experience as a meeting planner. “I went to school for hotel and tourism management with an emphasis on meeting and event planning. Joining MPI as a student allowed me to meet people and get to know the industry that way. That was a huge benefit. I found my first job through them.” She is also well on her way to completing certification as a certified meeting planner (CMP), and she serves as co-chair of MPI Minneapolis chapter’s education committee.

Despite growing interest in industry certification from younger professionals, a large majority of survey respondents still lack the credentials. *Meetings’* survey

Of those held in Minnesota, where are they generally located?



Eighty-four percent of respondents do not possess any certification at all. Of those who do, most have earned the CMP designation, followed closely by the CAP.

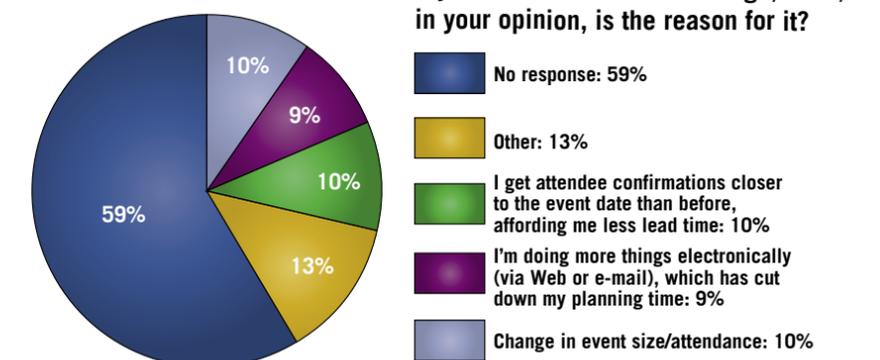
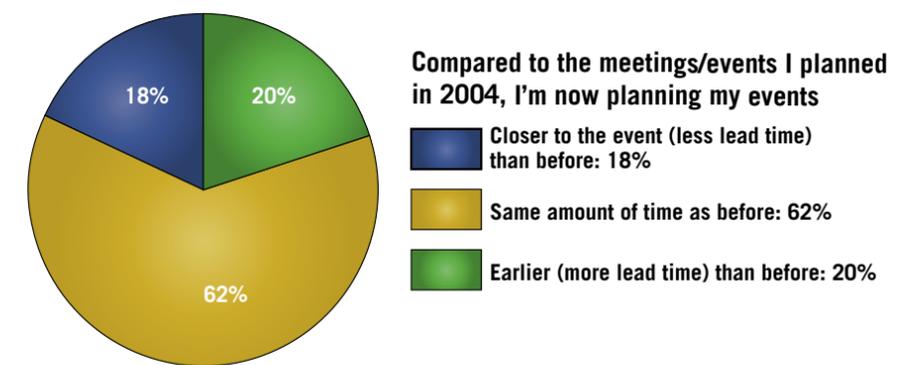
revealed that 84 percent of respondents do not possess any certification at all. Of those who do, most have earned the CMP designation awarded by the Convention Industry Council, followed closely by the certified administrative professional (CAP) awarded by the International Association of Administrative Professionals.

This year’s survey uncovered a topic much on survey respondents’ minds: a growing concern over meeting planning responsibilities being outsourced.

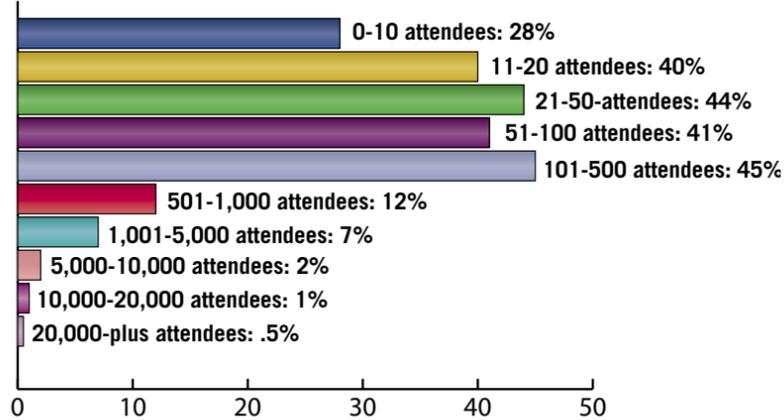
What is your salary range?

	Executive Assist/ Administrative Assist	Independent Meeting Planner	Meeting/Event/ Conference Planner
Less than \$29K	9%	50%	10%
\$30K—\$39K	18%	0%	16%
\$40K—\$49K	43%	0%	36%
\$50K—\$59K	25%	17%	19%
\$60K—\$69K	3%	17%	14%
\$70K—\$79K	1%	0%	2%
\$80K—\$89K	1%	16%	0%
\$90K—\$99K	0%	0%	0%
\$100K—\$124K	0%	0%	1%
\$125K—\$149K	0%	0%	2%

PLANNER SURVEY: TIMETABLE



What is the average size of the meetings/events you plan and/or coordinate?(check more than one, if appropriate)



More than 31 percent of meeting planners said education days/workshops are most important to attendees, up from 19 percent in 2004.

Anecdotal comments captured by the survey showed that planners are struggling with their new strategic responsibilities for weaving meetings and events into the core of their company or association business plans. It has placed many in a quandary over their professional paths.

“First, you need to decide if you want your career to focus more on the tactical or whether you want to be strategic,” says Meyers, who served on MPI’s Global Corporate Circle of Excellence committee that drafted three white papers over the summer and fall dealing with the changing nature of meeting planning. Corporations are focusing more on their core competencies, she says, so if meeting planners want to stay inside the organization they must learn to be strategic and state the value of the events they plan as they relate to corporate goals.

The required skill set for planners at a corporation has moved beyond simply being good with the logistics. “Though that’s not to say that they don’t need the qualified people to get those things done,” says Meyers. “You still need third parties; you still need logistic companies. You still need outside vendors; you still need all of those things. It’s just more of a shift. Those

positions used to be on the inside of an organization; now they tend to be on the outside of an organization. Personally, it’s a choice on where you want to be.”

Ongoing changes to how the work gets done also places stress on vendors, as indicated by *Meetings’* survey. Said survey respondent Kevin Lewis, vice president of convention sales at the Greater Minneapolis Convention and Visitors Association: “More associations and corporations are utilizing third party meeting planners, which is a good thing, but sometimes it’s challenging.”

Spending Wisely

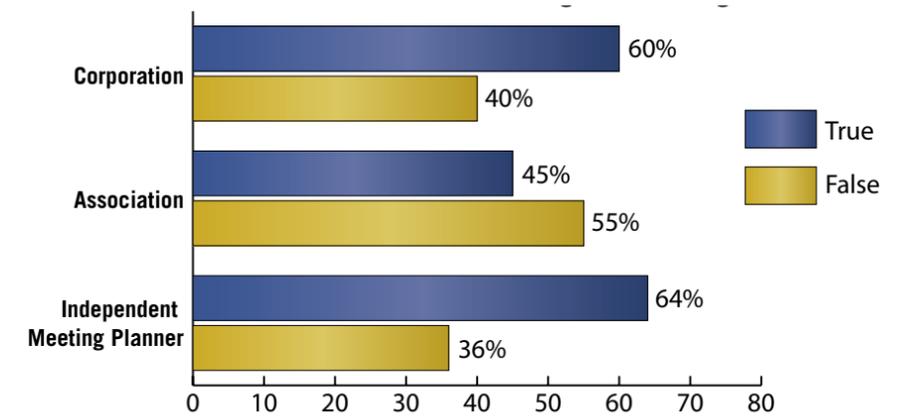
The United States economy grew during the third quarter of 2005 at a healthy 3.8 percent, according to the BEA. Now that the economy has rejuvenated somewhat, are event budgets returning as well? In 2004, 43 percent of meeting planner respondents said their budgets were subject to cuts over the past five years, according to *Meetings’* first annual survey. In 2005, only 14 percent of respondents’ budgets shrank. However, more associations experienced cutbacks as compared to corporations.

“Everybody is having to do more with less,” says Jenny Prosser, survey respondent and manager of meeting planning for the Minnesota Health and Housing Alliance. “So our members are having to choose where they spend their money. We’ve had to step up our marketing and create the value-added piece to our events.” Part of that value comes from the education programs and continuing education credits to nursing home and senior housing providers who are members of the association.

Education continues to become a more important offering to draw attendees to events. While 47 percent of corporate respondents say education is “becoming more important to my attendees” nearly 60 percent of association planners stated as much. Only 2 percent of respondents say education’s importance is beginning to diminish, compared to 4 percent a year ago.

For attendees at ACA International’s events, education remains as important as it ever has, says Madson. “Our meetings are getting a lot larger,” she says. “Attendance is rising and I know that we are adding tracks. Even when we add them, people are looking for more education in specific areas that relate to them.”

In the past year, I've planned fewer large national meetings/conventions in lieu of smaller regional meetings/conventions.



As a planner, which of the following tasks are part of your job responsibilities? (check all that apply)

	Overall	Corporation	Association
Meeting or event marketing	62%	52%	86%
Educational planning	41%	33%	60%
Tracking legal liability	16%	13%	12%
Logistics management	70%	70%	77%
Attendee research	31%	30%	29%
Creating RFPs	37%	33%	43%
Initiating budgets	41%	37%	52%
Budget management	63%	62%	69%
Negotiating contracts	74%	75%	76%
Establishing meeting or event strategies	55%	50%	74%
Orchestrating new meeting or event strategies	44%	42%	52%
Food & beverage planning/orders	93%	94%	88%
Accommodations planning	81%	85%	69%
Event security coordination	28%	24%	33%
Coordinating meeting/event themes and/or entertainment	72%	72%	74%
Seeking out new event venues (site and facility tours)	76%	74%	83%
Providing site & facility tours	26%	24%	24%
Working on-site during a meeting/event	81%	78%	90%
Other	5%	3%	7%

Inside Minnesota’s Meetings Industry

Survey respondents talk about success, hopes, and what keeps them up at night.



Lynette Gittens
Executive Assistant to the CEO
HSI Cares

“I’m actually trying to find venues outside ‘hotel’ or convention style facilities. In these times of stress, I find that small retreats or conference cottages provide a great escape and get effective results from my groups—we actually get more work done. People aren’t tied to a conference table. We can move about, go out into the garden patio, sit on sofas and loungers, and still conduct an effective, results-oriented meeting. People leave feeling relaxed but know that they have contributed to an effective meeting.”



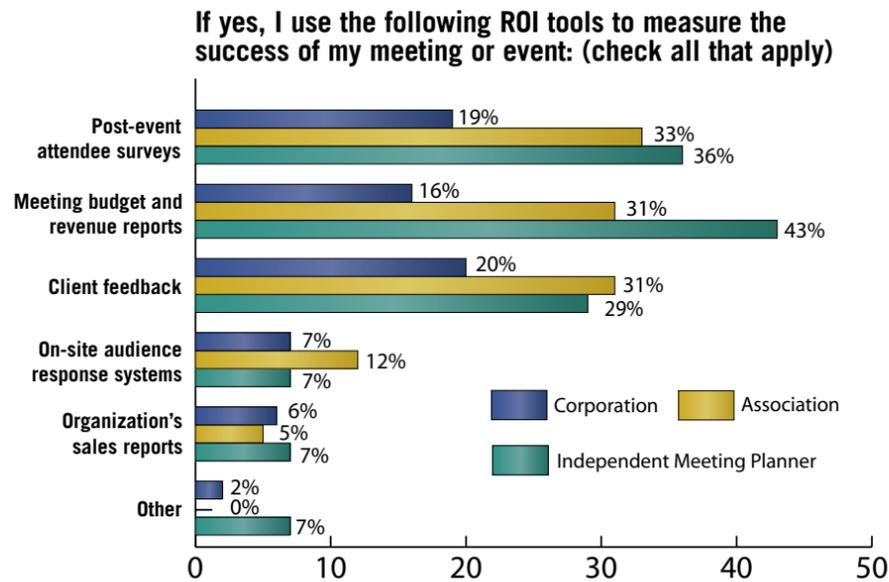
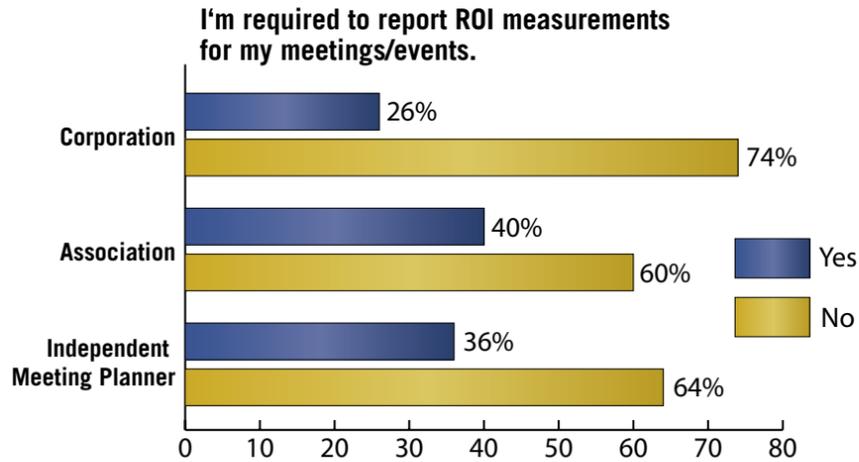
Lisa Hogan CPS
Executive Assistant, Datacard Group
President-Elect, MN-ND-SD Division, IAAP

“For the first time this year, the International Association for Administrative Professionals (IAAP) offered online registration for our convention. While I was not able to take advantage of this feature, others commented positively on the new Web site.”



Ryan Hanson
Event Manager
Mentium

“I am a single planner expected to deliver around 100 events a year. While most are not rocket science, they take a significant portion of time, and it is especially hard to deliver small events while planning and producing the four large productions I do each fall. And I don’t have the budget to hire outside help.”



At the Minnesota Health and Housing Alliance, part of the budgeting process involves determining the best use of their events. This year, the association is pruning three large "signature" events back to two—merging an exposition and an educational institute into one event, now aptly named the Institute Symposium and Expo, which will attract nearly 3,500 attendees. The event offerings will remain the same, says Prosser, and while budgeting played a part in the decision, the merger will simply be marketed as a date change.

Prosser is not alone in her actions. Across the region meeting planners are planning fewer large conventions in lieu of smaller conventions, particularly on the corporate end. More than 60 percent of corporate meeting planners are doing so, compared to only 45 percent of association planners.

Yet, as corporations and associations take stock of their event offerings, some vendors express lingering concerns over the state of the economy and its effect on both the group and visitor revenues. "With gas prices at all-time highs and home heating costs up as well this winter, I think it might be a tough year for families and companies," says Kathryn Stotka, survey respondent and sales manager at Ruttger's Bay Lake Lodge. "People are feeling the pinch already and it won't be long before they start showing up in our occupancy reports."

The Measure of Success

One result of the economic recession of recent years has been a requirement that meeting planners get the best bang for their buck. Part of shaping budgets calls for



meeting planners to determine the value, economic or otherwise, of each meeting or event they plan.

Despite the growing concerns over how meeting dollars are being spent, only 29 percent of respondents say they are required to report return on investment (ROI) measurements for their meetings or events. Interestingly, 40 percent of association planners measure the value of their events or meetings compared to 26 percent of corporate planners. The most important measure for association planners is the post-event attendee survey, while corporations rely more on client feedback, according to *Meetings'* data. The low level of measurement could be due to confusion some planners feel regarding ROI, which involves a more rigorous monetary calculation of event value versus return on objective (ROO), which is more open to individual interpretation.

"We are just starting to implement those measures, and we are really not calling them ROI; we are calling them benchmarking," says Prosser of the Minnesota Health and Housing Alliance. Her process includes looking at the numbers, such as overall attendance and income, but this year it also includes a new measure: market penetration.

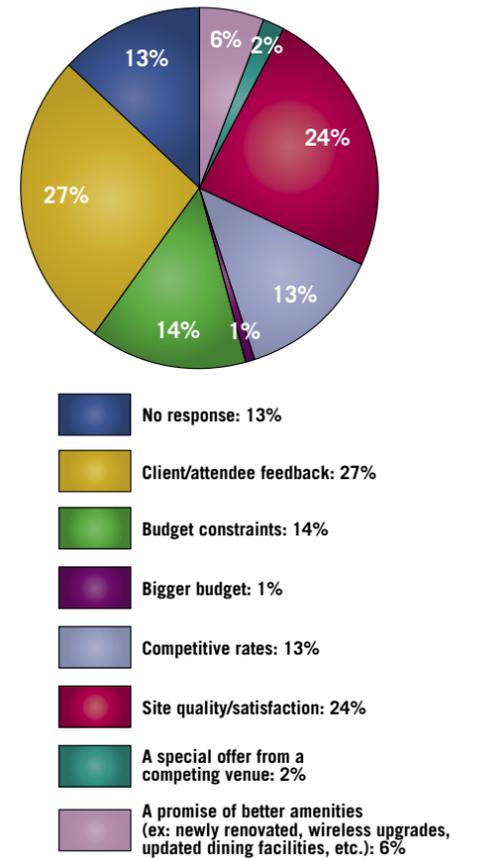
"We have 650 facilities that are members," says Prosser. "How many

member facilities attended a particular meeting? For market penetration, we calculate a percentage of that. [The process] has changed, because this is the first year that we are keeping track of that. I have always looked at the pure numbers. Did the institute attract 3,500 or 3,600? That sort of thing. But we haven't really paid too much attention in the past to the penetration of how many of our individual members we actually attracted."

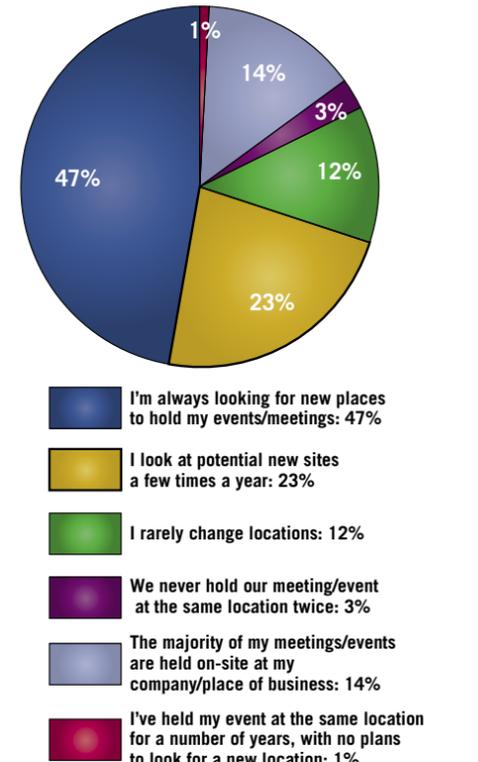
Prosser just completed her first such analysis of her organization's 2005 institute, but such analysis will become standard practice for each of the association's 50 events held throughout the upcoming

Of Meetings' vendor survey respondents, 60 percent claim planners are sending RFPs with less lead time than they have before, up from 53 percent in 2004. However, only 18 percent of planners believe they are planning meetings closer to the event date than they once did, down from 29 percent in 2004.

What is the main reason for considering a new destination?



For the meetings and events that you plan on a regular basis, how often do you search for new sites/destinations?



One component that draws attendees the most remains training of any sort. More than 31 percent of meeting planners said education days/workshops are most important to attendees, up from 19 percent in 2004. Networking opportunities at events are gaining value as well; 25 percent of planners said they were most important, up from 16 percent in 2004.

For both the corporate and association meeting planner, part of creating powerful events involves the ability to provide timely topical information to attendees when it's most needed. Often this changing business climate calls for smaller events to be planned with shorter notice. Of *Meetings'* vendor survey respondents, 60 percent claim planners are sending RFPs with less lead time than they have before, up from 53 percent in 2004. However, only 18 percent of 2005 respondents believe they are planning meetings closer to the event date than they once did, down from 29 percent in 2004.

While such small events are important, some planners say they are not as important as larger, more expensive productions. "The majority of my events are half-day



education sessions with breakfast. The events are big enough, between 150 and 300, so that hotel space is the general rule, though I am always looking for new space," says survey respondent Ryan Hanson, event manager at Mentium. "While I require a lot of ballroom space, I am not offering a lot of revenue to anyone. So my question is: What are the negotiating points I have, when I am a small event that isn't using sleeping rooms?"

The Road Ahead

What is the state of our industry? Some might answer it is doing very well, with some reservations. For vendors, the outlook is bright for association and corporate group business.

The National Business Travel Association predicts domestic airfares will increase 6 percent in 2006. Hotel rates will grow by 9 percent, according to more than 40 percent of the respondents to an NBTA survey who anticipated more corporate trips.

Yet, leisure travel growth may stagnate in the coming year. Economic factors such as lagging home sale values and rising home heating costs may encroach on vacationers' travel budgets. Minnesota incomes grew 1.6 percent during the second quarter of 2005, slightly above the national average. Yet, in the surrounding states of South Dakota, Nebraska and Wisconsin, income growth was in the lowest quintile, according to BEA data. And since more than 80 percent of leisure trips are taken by car, rising gas prices may also cut into travel budgets next year.

During the first quarter of 2000, the TIA began conducting its Traveler Sentiment Index, a measure of America's view toward travel. Using a baseline of 100, set during the measure's first year, the index at the third quarter of 2005 now stands at 89, or 9.7 percentage points from a year ago. "Perceptions of quality and service" marked a decrease of 2 percent from the previous quarter; the measure for "ability to take pleasure trips with available time" was also down 5.6 percent.

As in last year's survey, vendors and

meeting planners alike share concerns over the state's "northern exposure," according to comments from *Meetings'* survey. "The biggest challenges with being located in Minnesota are weather misconceptions and a trend in holding events in the south or on a coast," says survey respondent Christa Bahr, a marketing communication specialist with Mocon. "I think Chicago even gets this stereotype."

Despite predictions of visitor market softness, vendors remain highly optimistic. Most survey respondents

The shift from meeting planners simply handling event logistics to meeting fundamental corporate or association goals will also mark the road ahead for the industry.

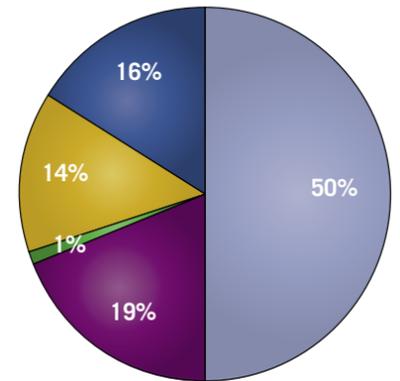
measures \$396 billion, according to the BEA's latest available measures (2003). Regionally, Minnesota's leisure and hospitality industry GSP measures \$6.5 billion, followed by Wisconsin (\$5.7 billion), and Iowa (\$3.1 billion). A healthy portion of this important economic sector can be attributed to the work that meeting planners do to bring association and corporate events to the region. By many measures, it will be this business market that will drive the region's hospitality industry.

The shift from meeting planners simply handling event logistics to meeting fundamental corporate or association goals will also mark the road ahead for the industry. More and more, meeting planners will come to understand just how much an organization's events are woven into the business plan, says Red Barn Group's Meyers. "I hope the evolution continues. Your event strategy is integral to your business strategy and if you can't tie them together then you need to rethink your strategy," she says. "You can pick whatever horse you want to drive that cart. Is it financial? Is it accountability? Is it saving money? It depends on the organization as to what is making that happen, but it's happening. That's a huge difference."

Meetings just aren't something that you do, says Meyers—they just aren't something on the calendar. "As things pick up, people are asking themselves what I would consider good questions before they do an event now," she says. "Why are we doing it? Why do we need it? Do we need to do it this way? Overall I see people internally asking themselves hard questions. I'm glad to see that." ■

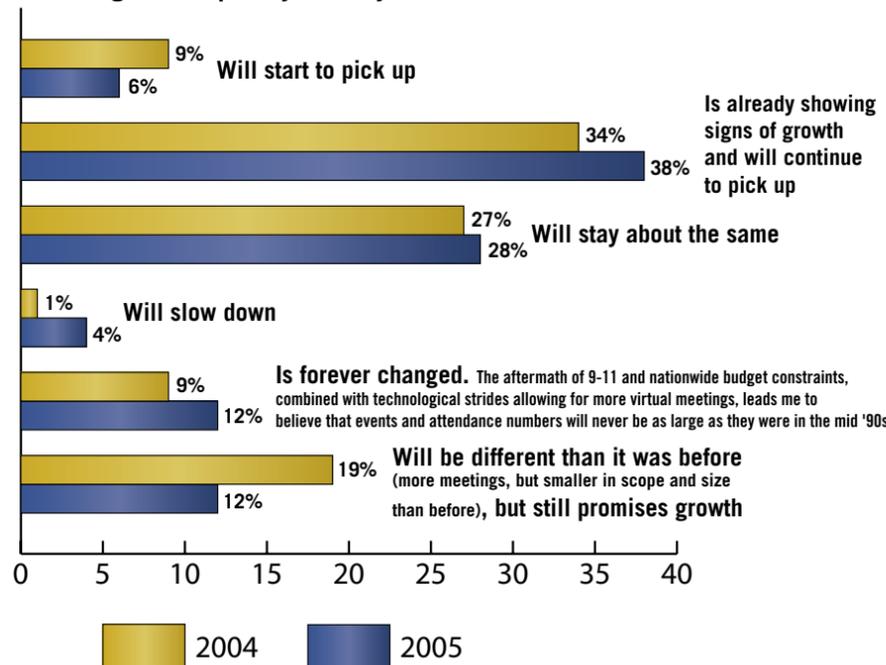
PLANNER SURVEY: TRAINING OPPORTUNITIES FOR ATTENDEES

Compared to 2004, the educational opportunities offered at my meetings or events:



- Is not important at all for the events that I oversee: 16%
- Do not make or break whether or not people attend my event: 14%
- Are slightly less important to my attendees: 1%
- Are somewhat more important to my attendees: 19%
- Are becoming more important to my attendees: 50%

In the coming year (2006), I predict that the meeting and hospitality industry in Minnesota:



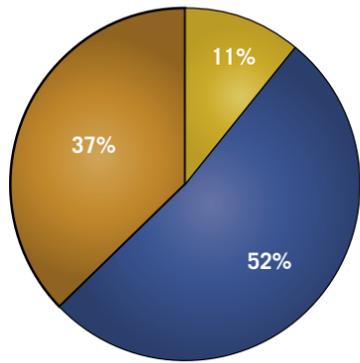
Is forever changed. The aftermath of 9-11 and nationwide budget constraints, combined with technological strides allowing for more virtual meetings, leads me to believe that events and attendance numbers will never be as large as they were in the mid '90s

Will be different than it was before (more meetings, but smaller in scope and size than before), but still promises growth

METHODOLOGY

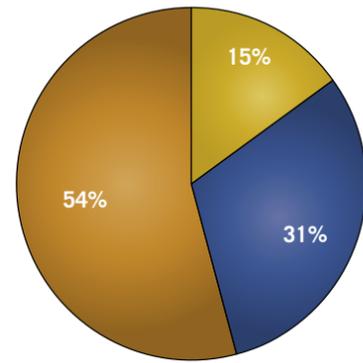
As in 2004, the 2nd Annual *Meetings: Minnesota's Hospitality Journal* Industry Survey was posted on www.mn-meetings.com between June and October, 2005. Respondents could opt in to one of two versions of the survey: the first designed for general meeting planners, and the second designed for vendors/suppliers to the industry. Response was driven by mailings to 5,439 randomly selected industry professionals. Response rate was 4 percent (199 planner surveys, 35 vendor/supplier surveys). Meeting planner survey participants could opt in and be eligible to win a \$5,000 meeting prize package courtesy of The Saint Paul Hotel. Vendor participants could opt in and be eligible to win one of five sets of \$200 gift certificates from various Twin Cities' restaurants. In addition to its incentive sponsors, *Meetings* would also like to thank its technical sponsor, Convene Machine, www.convenemachine.com, for its support services. Survey and *Meetings'* 4th Annual Workbook are also supported by the Saint Paul RiverCentre Convention and Visitors Authority.

VENDOR SURVEY: BUDGETS



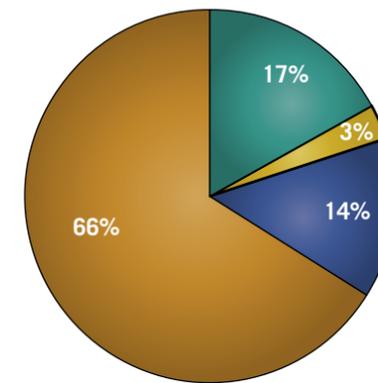
Over the past year, has your budget:

- Increased: 37%
- Stayed the Same: 52%
- Decreased: 11%



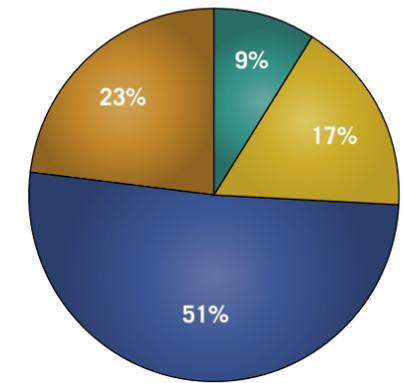
If increased, by how much?

- 1-5 percent: 54%
- 6-10 percent: 31%
- 10-20 percent: 0%
- More than 20 percent: 0%
- No Response: 15%



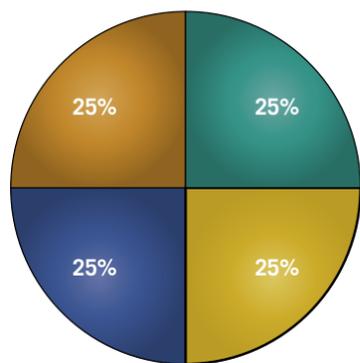
Over the past five years, which of the following client markets, in your opinion, have shown the most growth?

- Twin Cities'-based clients: 66%
- Greater Minnesota-based clients: 14%
- Regionally-based clients (WI, IL, ND, SD, and IA): 3%
- Nationally-based clients: 17%
- Internationally-based clients: 0%



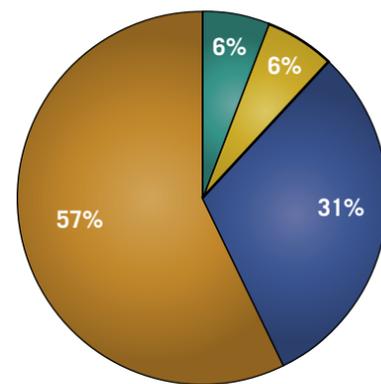
Of the clients that you host or serve, how many are based in the Twin Cities?

- All: 23%
- Half: 51%
- One-third: 17%
- Less than one-quarter: 9%
- Just one: 0%
- None: 0%



If decreased, by how much?

- 1-5 percent: 25%
- 6-10 percent: 25%
- 10-20 percent: 25%
- More than 20 percent: 0%
- No response: 25%

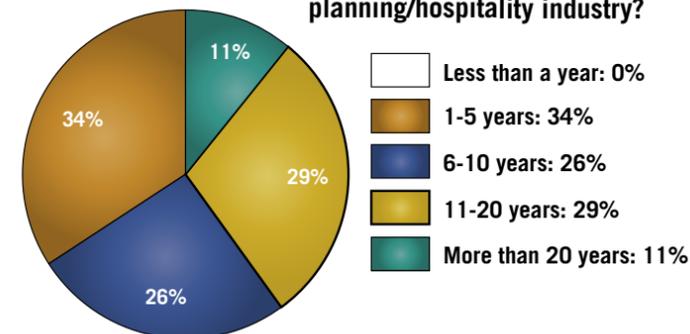


In the coming year (2006), I predict my company's revenues will:

- Increase slightly: 57%
- Show a healthy increase: 31%
- Decrease slightly: 6%
- Decrease alarmingly: 0%
- Stay about the same: 6%

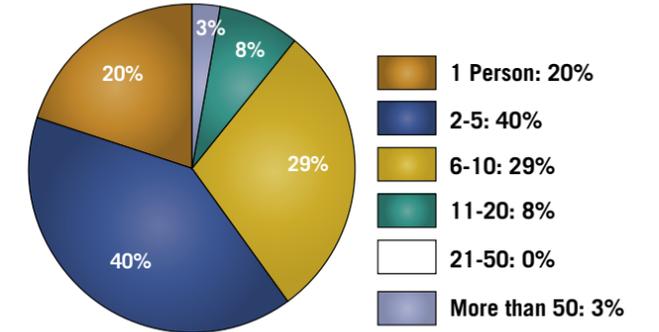
VENDOR SURVEY: A SUPPLIER/VENDOR'S ROLE

How long have you been a part of the meeting/event planning/hospitality industry?



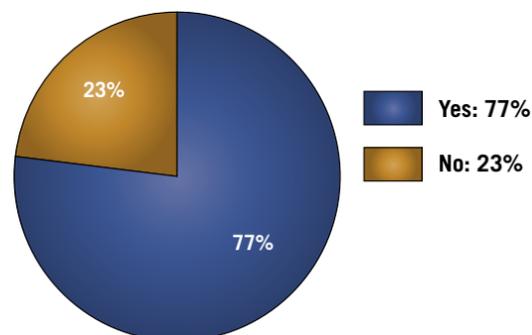
- Less than a year: 0%
- 1-5 years: 34%
- 6-10 years: 26%
- 11-20 years: 29%
- More than 20 years: 11%

How large is the staff in the department where you work?

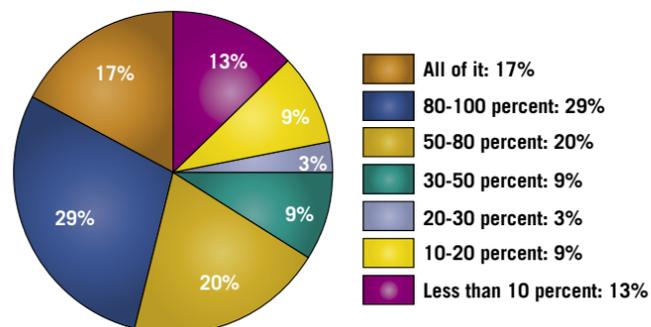


- 1 Person: 20%
- 2-5: 40%
- 6-10: 29%
- 11-20: 8%
- 21-50: 0%
- More than 50: 3%

Does your company have a sales or marketing department directed toward catering to the meetings/group business?

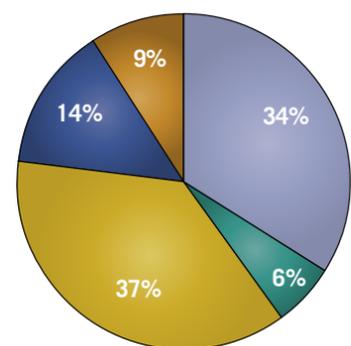


How much of your time is directed toward meetings/event business? (As it relates to your job. For example, if you work in hotel sales, how much time is devoted toward attracting group or meetings business.)

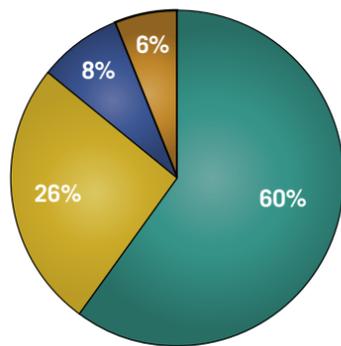
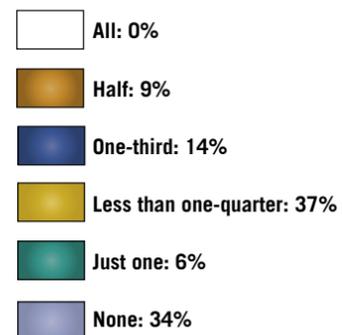


Grand Prizewinning meeting planner, Julie Krueger (center), with sponsors (from left): *Meetings'* Editor, Lori Gardner; Marketing Coordinator, Nicole Lucas, and VP of Convention Sales, Julie Larson, The Saint Paul RCVA; *Meetings'* Managing Editor, Joel Schettler; Convene Machine President, Rosealee Lee; Sales Executive, David Miller, and General Manager, Chuck Paton, The Saint Paul Hotel.

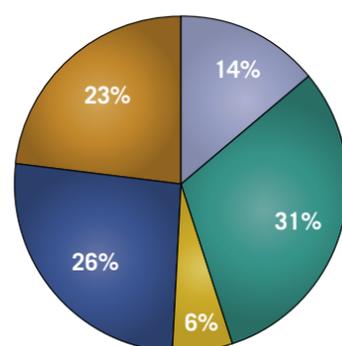
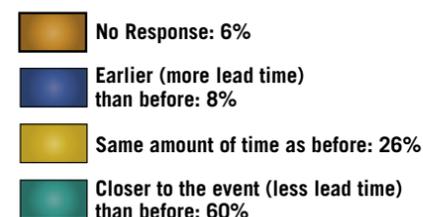
VENDOR SURVEY: TIMETABLE



Of the clients that you host or serve, how many are nationally based (beyond the surrounding regional states)?



Compared to the meetings/events conducted in 2004, meeting planners are now planning events or sending RFPs



If your answer reflects a change, what, in your opinion, is the reason for it?



In Support of Winning Ways

For this second take on the industry by the numbers, the saying “you asked and we answered” went both ways. To streamline the survey process, *Meetings* teamed up with technical sponsor ConveneMachine® (www.convenemachine.com). A Minneapolis-based company, ConveneMachine® provides online services for businesses and associations, including surveys, event registration, newsletters, virtual exhibitions, elections, speaker management, job network, meeting organizer tools and more. The partnership provided a more efficient survey experience for respondents as well as real-time results and the ability for more cross-comparative data analysis for the editorial coverage. Still, taking time out of a hectic day for industry surveys deserves its just rewards, so our request for your opinion always comes with a chance to win something worth your while. This year, thanks to prize sponsor The Saint Paul Hotel, a \$5,000 Meetings Planner’s Event Package has been awarded to one lucky winner randomly drawn from the names of the planner respondents: Julie Krueger, corporate meeting planner for the Schwan Food Company. Five lucky respondents to the vendor/supplier version of the survey also came away with the goods, with five sets of \$200 restaurant gift certificates. *Meetings* would also like to thank the The Saint Paul RiverCentre Convention and Visitors Authority (RCVA) for its support of both the survey and *Meetings'* 4th Annual Workbook (page 41). This annual’s overall growth and continued excellence is achieved, due in no small part, to their cooperative support. We thank them for their continued interest and involvement in *Meetings*.



From left: Editors Joel Schettler and Lori Gardner with vendor survey winners Mary Kay Fangel, Michelle Weber and Michael Kappel.

Grand Prizewinner: Julie Krueger, Corporate Meeting Planner, Schwan Food Company.

The Prize: \$5,000 Meetings Planner’s Event Package courtesy of The Saint Paul Hotel.

Five Vendor Prizewinners:

Mary Kay Fangel, VP/Owner, Oops Theatre, \$200 Parasole gift certificates (Manny’s, Chino Latino, Muffuletta, Figlio, or Good Earth).

Michael Kappel, Sales Manager, Hyatt Regency Minneapolis, \$200 Sunsets gift certificates.

Michelle Weber, Sales Manager, GES Expo Services, \$200 McCoy’s gift certificates.

Beth Wilmarth, Marketing Coordinator, Eagle Bluff Learning Center, \$200 Luna Rossa Trattoria gift certificates.

Michael Wybierala, Conference Operations Supervisor, U of M College of Continuing Education, \$200 Grandma’s Restaurants gift certificates.

The Prize: Five sets of \$200 gift certificates from various Twin Cities restaurants.

