



NEWS RELEASE

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Greater Lansing Area Welcomes 10th Annual Destination Michigan Showcase at Eagle Eye Golf Club

LANSING, Mich. – The Greater Lansing Convention & Visitors Bureau is pleased to announce that hot trends and professional tips from the leading minds in the meetings and events industry will be shared at the 2013 Destination Michigan Showcase at Eagle Eye Golf Club on Wednesday, November 6, 2013.

This 10th annual event brings together meeting and event planners and suppliers for a day of networking, idea sharing and collaborative discussion with peers. The program, free to meeting planners, begins with registration and networking at 11 a.m. followed by keynote speaker, Allison McClintick, who will be discussing the importance of varying your communication style to reach different types of audiences. After a luncheon and idea exchange, meeting planners attend a busy trade show packed with meeting venues, destinations and other suppliers exhibiting. The event concludes at 3 p.m. with several raffle prize drawings.

In the spirit of Corporate Social Responsibility (CSR) the event will be partnering once again with the Greater Lansing Food Bank. With the holiday season approaching shortly after the event, attendees are encouraged to bring a non-perishable food item to help support those who are in need.

The event organizer, Destination Michigan, is Michigan's premier destination management company (DMC). Using their in-depth knowledge of the Great Lakes state, Destination Michigan provides comprehensive group planning services including program creation, logistics evaluation and more. For more information, or to register for the event visit <http://destinationmi.com/MeetingsShowcase/2013/>

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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