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**CONNECTICUT CONVENTION & SPORTS BUREAU'S NEW WEBSITE
ENCOURAGES MEETING PLANNERS & SPORTS PROMOTERS TO BRING BUSINESS TO THE STATE
*The New [CTMeetings.org](http://www.CTMeetings.org) "Reimagined" Officially Debuts This Week***

MIDDLETOWN, CONN., September 24, 2020 – This week, Connecticut's statewide meetings, conventions and sports events sales and marketing organization boosts its strategic outreach efforts with a dynamic new website that is designed to attract new and returning meetings/events to the state. The Connecticut Convention & Sports Bureau (CTCSB) officially introduced its new website, www.CTMeetings.org, at the organization's virtual September 23rd Partner/Membership meeting.

"Our website address, CTMeetings.org, remains the same but the platform, photo imagery, and user-friendly capabilities are "*reimagined*" and totally streamlined to make it easier than ever for meeting planners and sports promoters to book events here," explains Robert Murdock, President of the Connecticut Convention & Sports Bureau, who also serves as the office's Director of Sports Marketing. "At this competitive and COVID-sensitive time, it is extremely important the Connecticut Convention & Sports Bureau provides decision-makers with organized and manageable data and content so they can make knowledgeable decisions that result in successful, memorable events. This all-new CTMeetings.org will make this possible, regardless of the group's size, budget, or industry focus."

The colorful image-filled website features regional maps, transportation, and key information about Connecticut's venues, hotels, restaurants, attractions and museums, activities, and recreation. The Bureau's hospitality Partners will update their own listings with photos and their latest information, including their current COVID-related services. Highlighted are a variety of CTCSB Partners' *Virtual Tours* that offer close-up video visits to venues, hotels and attractions – especially important now as planners may be not be able to visit Connecticut for in-person site tours due to changing restrictions on out-of-state travelers.

The Connecticut Convention & Sports Bureau's CTMeetings.org has been optimized for desktop computers, tablets, and mobiles devices. In the Planning Tools section, meeting planners and sports promoters can navigate their own focused venue searches by entering their requirements for conference space, number of overnight rooms, and preferred geographic region, and immediately have access to specific sites and convention services that best meet their needs. For more personalized one-on-one support, they can submit free, online Requests for Proposals (RFP) and a Bureau sales director will help them discover and choose from the variety of venues, accommodations, and service suppliers.

"Our staff's objective was to create a new 'reimagined' website that provides planners and promoters with a terrific user experience that increases their engagement and encourages them to bring their meetings here during this changing COVID time," adds Murdock. "Especially now, the simpler we can make it for event organizers to discover our accessible northeast location, numerous affordable venue and hospitality options, and the many assets the state has to offer, the greater the chances that they will choose Connecticut for their events."

*Working in partnership with the state's businesses, institutions, nonprofit organizations, and their surrounding communities, the Middletown, Conn.-based **Connecticut Convention & Sports Bureau (CTCSB)** markets all of the state – convention and meeting venues, hotels and attractions, and sporting venues – as a premier destination for international, national, regional and statewide conferences, conventions and major sports events. The **Connecticut Sports Advisory Board**, a division of the CTCSB, focuses its efforts on attracting and serving international, national, and regional sporting events. The CTCSB is a public-private partnership that is funded by dues from members and by the Connecticut Department of Economic and Community Development (DECD) and Connecticut Office of Tourism. **For more information about the Connecticut Convention & Sports Bureau, visit www.CTmeetings.org or call 860-728-6789.***

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