



## ? WHY CHOOSE GREATER LANSING FOR YOUR NEXT EVENT?

1.

### Central Location

Greater Lansing is a 90-minute drive for 90% of the state's population, making it easily accessible for attendees, exhibitors and speakers

2.

### Home Away From Home

Greater Lansing's friendly Midwestern hospitality will have both you, and your attendees, feeling right at home. Over 500 Certified Tourism Ambassadors offer a welcoming, positive visitor experience.

3.

### More Bang For Your Buck

Greater Lansing offers affordable venues, attractions and dining for all budgets.

4.

### Versatile Options

Diverse and memorable meeting facilities will make the difference for your next event.

5.

### Resounding Resources

Home to state government and Michigan State University, Greater Lansing provides access to some of the most influential minds in America as guest speakers and industry experts.

**“**The Greater Lansing Convention & Visitors Bureau has helped with on site staffing, coordinating off site parties/events, and keeping us informed of what's new in Lansing. It is truly evident that the client is the most valuable thing to the GLCVB staff. We know that other groups bring their meetings to Lansing, but the GLCVB always make us feel like we are the most important one.**”**

Michigan Safety Conference



## ? WHAT ELSE DOES GREATER LANSING HAVE TO OFFER?



### Michigan State University

Catch a BIG Ten game or expand your horizons at one of its many cultural attractions.



### Rich Cultural History

From the State Capitol Building to top-notch historical museums, get lost in treasures from the past.



### Pro-Style Golf

Hit the links at over 30 golf courses within a 30-mile radius.



### Makers & Shakers

Hop on Greater Lansing's beer, wine & spirits trail.



### Diverse Dining

Savor world class restaurants with cuisines from all over the world.



### Exciting Entertainment

Get immersed in award winning shows direct from Broadway.



[www.lansing.org](http://www.lansing.org)



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## ? WANT TO LEARN MORE?

Contact your friendly GLCVB sales representative today to get started!  
(517) 377-1427 • [sales@lansing.org](mailto:sales@lansing.org)

# PLAN ON...



# GREATER LANSING



## WHO IS THE GREATER LANSING CONVENTION & VISITORS BUREAU & WHAT DO WE DO?



The Greater Lansing Convention & Visitors Bureau (GLCVB) is a non-profit Destination Marketing Organization focused on bringing visitors of all kinds to the region.



## WHY WORK WITH THE GLCVB?

The GLCVB is a leader in the meeting and events industry and has been recognized for its best practices on a national scale. The GLCVB was the first in the state to earn accreditation from DMAI, and our dedicated team of Certified Meeting Professionals will use their wealth of planning know-how to ensure your event's success.



## HOW MUCH DOES IT COST?

Because the GLCVB's mission is to help host events that drive economic impact for the region, there are no costs or fees to you or your organization to work with the GLCVB. Think of the GLCVB as an extension of your staff, dedicated to helping you plan the best event possible!



## HOW DOES IT WORK?

1. You have a meeting or event you need to plan



2. Contact the GLCVB to discuss your event needs and possible venues



3. The GLCVB sends your meeting information to area hotels and venues then collects proposals for your review



4. Your GLCVB sales representative assists you with choosing the ideal venue and accommodations for your event



5. The GLCVB services team will ensure your event needs are met



## WHAT ARE THE SERVICES OFFERED BY THE GLCVB?

### Program Planning

- Speaker suggestions
- Entertainment options
- Tours
- Companion/Youth activities
- Off-site functions

### Local Referrals

- Signage
- Transportation
- Photographers
- Audio/Visual needs

### Maps and Directions

- Online and mobile map functionality
- Customized maps and directions to fit your group's specific needs
- Local road construction information

### Photo Gallery

- Downloadable gallery available online
- Many more available based on needs

### Green Meeting Information

- Local green resources
- Tips to make your meetings green

### Community Give Back

- Connections to local charitable organizations
- Ideas for incorporating CSR into your event



### Event Promotion/Attendance Building

- Visitor Guides
- Custom marketing pieces & websites
- Social media assistance
- Media relations assistance
- Promotional information at prior-year event

### On-Site Assistance

- Event registration/Staffing assistance
- Information booth
- Restaurant Reservation booth
- Restaurant maps
- Off-site functions
- Post-event surveys
- Social media promotion

**“** The GLCVB was excellent to work with. I approached them with an idea and they took it from there. I never had to call or email them; they were responsive, followed through with what they promised and offered many resources for those in attendance at our event. Best of all there was no cost to our organization for the assistance provided. I will never plan a Lansing area event again without the CVB's help. **”**

Michigan Association of Hostage Negotiators