



**JANUARY 31 – FEBRUARY 2, 2018
MONTEREY CLIENT ADVISORY BOARD**

Wednesday, January 31, 2018

- 2:00pm - 7:00pm **Optional Grand Opening Activities**
Monterey Conference Center
- 3:00pm - 3:30pm **Ribbon Cutting Ceremony - Monterey Conference Center**
Customer Advisory Board members cordially invited to attend the
Ribbon Cutting Ceremony
- 7:00pm - 7:30pm **Welcome Reception - Stevenson Terrace**
- 7:30pm - 9:30pm **Grand Opening Dinner - Steinbeck Ballroom One**
Desserts Afterwards on Stevenson Terrace
Smart Casual Attire

Thursday, February 1, 2018

Meeting Room: Steinbeck Ballroom Three - Monterey Conference Center

<http://www.montereyconferencecenter.org/>

- Business casual attire for the meeting and Thursday dinner is encouraged
- Please bring wet weather sturdy walking shoes/boots and outer wear suitable for our afternoon oceanfront inspiration walk. The walk is very low key, on a flat path suitable for any ability.

- 7:30am - 8:30am **Breakfast - Monterey Conference Center**
Steinbeck Ballroom Foyer
Concurrent Video Tape Customer Testimonials during breakfast
- 8:30am - 12:00pm **Joint Meeting of Legacy & New Client Advisory Boards**
 - Welcome - Tammy Blount - President & CEO
 - Introductions
 - Monterey County Destination Updates
 - Monterey Conference Center Feedback
 - Planner Survey Conversation
 - Site Inspections Concepts & Best Practices
- 10:00am - 10:20am Coffee & Communications Break
- 12:00pm - 12:45pm **Grab & Go Lunch – Steinbeck Ballroom Three & Foyer**
- 12:45pm **New Advisory Board Members Transfer to Folktale Winery**
<https://folktalewinery.com/>

New Advisory Board Members Meeting

- 1:00pm - 1:30pm **Advisory Board Orientation Conversation**
Advisory Board Members' Roles & Responsibilities



1:30pm - 3:45pm **Marketing & Brand Story**
Group Marketing Portfolio Campaign Co-Creation

2:30pm - 2:50pm Coffee and Communications Break

3:45pm - 5:00pm **Carmel River State Beach Inspiration Walk**
http://www.parks.ca.gov/?page_id=567

5:00pm – 6:20 pm Free Time

6:20pm – 6:30 pm Transfers to Monterey Bay Aquarium

6:30 pm - 8:30pm **Dinner – Monterey Bay Aquarium**
<http://www.montereybayaquarium.org/>

Friday, February 2, 2018

Meeting Room: Colton Room Second Floor - Monterey Conference Center

7:30am - 8:30am **Breakfast – Monterey Conference Center Colton Room Foyer**

8:30am - 9:30am **John Abrahamson, Events and Sales Director**
Monterey Bay Aquarium

- Conservation & Science and how to use sustainability practices in your meetings
- <http://www.montereybayaquarium.org/conservation-and-science/our-priorities/sustainable-fisheries-and-aquaculture>

9:30am - 9:50am Coffee & Communications Break

9:50am -10:50am **Meetings Industry Trends & Peer-to-Peer Problem Solving Session**

- CAB members brainstorm the future meetings and significant changes to the marketplace.
- Discuss open issues and share solutions for any professional challenges

10:50am – 11:30am **Corporate Social Responsibility and Sustainability Efforts for Meetings**

- How DMOs can provide enhanced partnerships

11:30am - 11:45am **Meeting Summary and Adjournment**

11:45am **Buffet Lunch and Departures**