



**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 Customer 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](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**