



**Different by Nature.**

**SALT LAKE CUSTOMER ADVISORY BOARD  
April 12 – 14, 2012 Meeting Minutes  
Confidential**

**Board Members (in Attendance)**

Judy Anderson	GameStop
Rhonda Baker	NACADA – The Global Community for Academic Advising
Kim Bladen	Educational Testing Services
David Brown	America Outdoors Association
Victor Domine	Craft & Hobby Association
Hugh Easley	National Association of College Stores
Nelson Fabian	National Environmental Health Association
Kate Hurst	U.S. Green Building Council
Lori Ionnitiu	General Convention of the Episcopal Church
Beverly Johnson, CMP	American Chemical Society
Susan Katz	True Value Company
Roberta Kravitz	International Society for Magnetic Resonance in Medicine
Toni McElhinney	American College of Emergency Physicians
Mike Morgan	Novell, Inc.
Penny Pina, CMP	American Mathematical Society
Sandra Sumner	American Alliance for Health, Physical Education, Recreation & Dance
Deborah Young, CEM	National Association of Elementary School Principles

**Salt Lake Leadership & Host Committee**

Scott Beck	Visit Salt Lake
Dan Hayes	Salt Palace
Steve Lundgren	Marriott Downtown at City Creek

**Facilitator**

David Kliman, CMP, CMM	The Kliman Group
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**Graphic Recorder**

Sophia Liang	Graphic Footprints
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## **Speakers and Gallery Attendees**

Eddie Canady	Visit Salt Lake
Midori Connolly	Pulse Staging and Events
Cliff Doner	Visit Salt Lake
Mark Erekson	Snowbird Ski & Summer Resort
Carey Fenn-Moses	Visit Salt Lake
Alison Gates	Visit Salt Lake
Pat Holmes	Visit Salt Lake
Clorinda Holland	Visit Salt Lake
Michael Mack	Visit Salt Lake
Todd Ness	Visit Salt Lake
Bob O'Neill	Marriott Hotels
Sally O'Neill	Visit Salt Lake
Chris Peterson	Visit Salt Lake
Julie Rhoads	Visit Salt Lake
Jimmy Romo	Delta Airlines
Cannon Tarbet	Visit Salt Lake
Eric Thompson	Visit Salt Lake
Tamme Thompson	Visit Salt Lake
Angela Tyler	Visit Salt Lake
Diane Utley	Visit Salt Lake
Lauren Van Bergen	Visit Salt Lake

## **Friday, April 13, 2012**

### **Welcome**

Board members, Salt Lake hosts and Gallery attendees made introductions.

### **Opening Comments – Scott Beck and David Kliman**

Scott and David welcomed the Board and thanked them for their time and commitment to Salt Lake. The Board was asked to speak honestly and openly on behalf of the meetings and convention industry as well as their respective organizations. Salt Lake will listen and learn from the Board and appropriate action will be taken on its recommendations. Scott expressed his thanks for the Board's feedback and guidance regarding key issues. Steve Lundgren and his Marriott team were thanked for the hospitality and generosity in hosting the meeting.

Scott provided an update regarding key Salt Lake issues; the following summarizes his comments;

- Scott has been in his role as CEO since 2007
- Convention Center's most recent expansion was completed in 2006
- The Customer Advisory Board (CAB) has helped Salt Lake set a customer centric path and the community recognizes the role the CAB plays
- Installation of solar panels at Center will be 2nd largest installation in USA and will produce 30% of the Center's annual energy needs starting May 24, 2012 - [http://www.visitsaltlake.com/meeting\\_professionals/green/](http://www.visitsaltlake.com/meeting_professionals/green/)

- The need for a new 1,000+ room headquarters hotel was discussed; the importance of this issue is well understood; a construction funding feasibility study has been commissioned and will be completed by September 2012. This is not a study to determine IF the hotel is needed or should be built. Public financing is a critical component. Four potential parcels have been identified, each is contiguous to the Convention Center

## City Creek



- \$2.3 Billion privately funded investment represents the renaissance, revival and renewal of a new and revitalized downtown Salt Lake and has changed the downtown streetscape
- Main Street has been refined and reborn with 32 new stores in last the 9 months in and around City Creek
- Massive new downtown high end supermarket (Harmon's) now open
- Reconnected locals with downtown
- Project is a world-class urban mix use development combining retail, office and residential
- LEED Gold certification for a Mixed Use development
- Retail space anchored by Nordstrom and Macys with retractable roof galleria [City Creek Center - Taubman](#)
- 800 residential units [www.citycreekliving.com](http://www.citycreekliving.com)

### **Action Items Update from September 2012 meeting** (*progress shown in red font*) **Future Meetings**

- Micro site will be created to house all Advisory Board related information - **Completed**
- Include educational session at future Advisory Board meetings; possible speakers: Michele Bruno, Midori Connolly, David Kliman (Power iPad use) **Included at the April 2012 meeting.**
- Include session to experience the “back of house story” of the Salt Palace - **Included at the April 2012 meeting.**

- Develop and share list of outstanding sponsorship opportunities specific to Salt Lake The list has been developed, and resides on the VSL website.
- Advise SMG that they need to improve their service delivery and commitment to address service lapses at the Center - The new GM and senior staff are committed to augmenting the Center's service level.
- Invite senior SMG executives from sales, services and technology to attend the April 2012 Advisory Board meeting – SMG executives will attend the April 2012 meeting.

### **Salt Palace Issues**

- Significant improvement required regarding Wi-Fi connectivity at the Salt Palace - We replaced our current wireless system to accommodate a larger number of users and increase capacity. The new system has a total of (50) fixed 4<sup>th</sup> generation technology access points. This technology provides three radio channels per point with high-density technology. We will maintain another (10) mobile access points that we can deploy to specific areas that might see a higher concentration of users.
- Advisory Board members cite current standards as “flawed and not transparent”. We have put into practice the detailing of estimates when “quote” services are required.
- Customized technology plans should be created for all Center users based on individual clients' requirements. We currently provide customized technology services to individual clients based on their unique needs.
- IT professional should be assigned to each show manager to manage technology needs in real time. We have IT professionals available to each show manager to handle all their technology needs.
- Include SMG executives in discussions regarding technology costs at the Center. SMG executives are aware of our technology costs at the center and we have conducted a pricing analysis of other centers to compare against. Our new pricing structure and services are improved over our competitive set.
- Document and share information regarding all dead zones within the Center. With the new wireless system, any dead zones should be eliminated. A confirmation will be made after the new wireless system is complete.
- Provide real life examples to show managers and meeting professional regarding how the Convention Centers manages Wi-Fi; provide examples of normal and “data hog” usage. We will be providing free internet services in the public space in the facility at the speed of 256K. Individuals that require higher speed can purchase additional capabilities. With the new wireless system we will be capable of handling the “data hogs”.
- Salt Palace should offer free basic Wi-Fi and charge for bandwidth access beyond the basic level. We offer free internet service at a speed of 256k in the public areas of the facility. From our surveys of other facilities we are in line with industry practices with this policy.
- Use Novell's model as best practice for technology needs at the Convention Center. With the investment in additional fiber and switches in the facility, we

will be capable of handling technology needs beyond what has been provided to Novell. We currently and have always used the same topology as Novell.

- Work with preferred technology vendors (not exclusive) to provide technology access. We provide in-house services for event technology needs, and do not contract with vendors for this service. Because the facility owns all the access points, switches, routers, fiber and has a contract in place with an internet service provider, it is not feasible for a separate vendor to duplicate their service in the facility without using the in-house equipment. We do however allow for third parties to install equipment alongside of ours and lease the empty fibers.
- Offer technology guidance and checklist for planners early in the bid process. Our Facility Services department will work with event planners early in the bid process to help them determine their needs. We do have an order form to assist in defining our services, but are also available to speak in a one-on-one format to assist in explanation of these services.
- Develop “fly through” virtual site inspection of the Convention Center viewable on tablet computers suitable for use during bid presentations. This project will likely be pursued in mid/late 2012

#### **Digital Bid Presentation**

Use Sophia Liang Graphic Reporting to create memorable bid responses This recommendation is under consideration. Visit Salt Lake employs two graphic artists that currently assist with bids and other sales tools.

- Create bid responses that are “so cool” that they go viral and take on a “life of their own” We are constantly striving for 'cool' with each bid.
- Share information regarding similar groups which have used Salt Lake by providing links to their Social Media sites - Implemented.

#### **Social Media**

- Send Advisory Board links to 3 new attendance-building videos Links have been sent, and are found on the CAB micro site.

#### **Sustainability**

- Highlight examples of Salt Lake’s sustainable efforts with all current and potential customers - Implemented.

#### **Industry Trends**

The Advisory Board was asked to discuss key industry trends; the following summarizes their comments:

## Sustainability

The Advisory Board discussed sustainability and its position and importance in the meetings industry:

- Sustainability is not a trend, it is a cultural imperative; Salt Lake should continue to provide leadership
- Strong need for measurement tools to document sustainability impact
- [www.cleanttheworld.org](http://www.cleanttheworld.org) was cited for their outstanding efforts to provide recycled hotel soap to communities in need
- Some members report that environmentally sustainable practices are not a major priority during the site decision making process and it is difficult to get Boards of Directors to embrace sustainable practices without strong measurement tools; Tourism Vancouver was cited as having good CRS measurement tools
- Monitor sustainability progress so planners can understand Salt Lake's commitment
- Specific metrics
  - Energy usage trends and mix of use
  - Food sources
  - Bike mileage trails
  - Alternative fuel use in public transportation and taxi fleet
- Sustainability must be economically viable and comfortable
- Salt Lake could distinguish itself by creating remarkable strategies for water savings
- Philadelphia was cited for their sustainability programs which tracks 20-year study <http://www.phila.gov/green/greenworks/>
- Denver's 2022 Olympic bid contains sustainability criteria and metrics
- Only 5 members consider CSR a real factor when picking a destination; all others don't factor it in; however the general public is aware and complain if they observe unsustainable practices
- International delegates assume sustainable practices are in place
- Marriott recycles brown glass, paper and food scraps - sorted by housemen
- Convention Center recycles cardboard and trash bins are sorted and sent to processing center with 12% pulled from waste stream, glass can be sorted on site and sent to different center but this is done only for large events with bar service
- Visible recycling bins at Center in all public spaces, next to all trash cans, on show floor - single trash can then sorted at plant
- Cohesive hospitality industry discussion is needed
- Many planners and attendees expect cities to be moving forward and being as green as possible
- Planners provide CSR links on conference pages regarding how attendees can help while at meeting
- Review Seattle, Portland and Vancouver Centers' websites for CRS standards

- APEX Environmentally Sustainable Meeting Standards cited: <http://www.conventionindustry.org/StandardsPractices/APEXASTM.aspx>
- Coalition Scandinavian regions of meeting <http://www.meetincopenhagen.com/green-meeting>
- American Chemical Society has provided its meetings team \$500,000 to institutionalize sustainability standards and practices into its meeting
- Salt Lake uses its natural resources to attract visitors and has a responsibility to embrace sustainable practices
- Lobby hotels to stop using plastic amenities bottles; larger dispensers are completely acceptable
- Need hotels to enhance training of housekeeping staff to respect guests' desire to reuse towels in sleeping rooms

### **Affordability**

- Rising hotel costs are a major concern for planners, but Salt Lake offers wide range of affordable hotel options
- Proximity to airport is positive selling point
- Salt Lake known as a walking city with inexpensive dining options

### **Convention Center**

- CAB members cited Center's internet service as "great", but cell phone connectivity on 3G and 4G is dependent on service providers (T-Mobile, ATT etc.)
- Food truck style cuisine and experiences were cited as attractive options for Center F&B; food trucks have been brought in and positioned curb side. Portland uses food trucks around the Center very effectively
- Center should offer more affordable F&B options especially for shows with long durations
- CAB members cited Utah Foods as one of the "best food providers" at any Center in the USA
- Some shows provide attendees with vouchers or credit cards with limited dollar amount for food purchase
- San Antonio cited for great job with "show your badge" discount program which offers free features and/or percentage off at local restaurants

### **Key Industry Trends**

The Board was asked to comment on key issues impacting their meetings and events; the following outlines their comments:

- Rising uncontrollable transportation costs and potentially negative impact of \$150 barrel oil could mean less demand for large national meetings and create more demand for regional meetings
- Explosion of open source educational content may diminish need for traditional brick and mortar universities
- "Gameification" of educational content is growing in importance

- IAEE Campaign and Research promoting the value of face-to-face study <http://www.conworld.net/index.php/Industry/iaee-launches-pr-campaign-to-reinforce-the-value-of-face-to-face-meetings.html>
- Strong demand for customized networking and education at meetings
- Mixed response to question of whether attendance is increased, flat or decreased
- Scientific groups attendance tied to rejection rates for abstracts
- Release of new material at shows is key to maintain importance of face-to-face events

### **Proposed enhancements – Convention Center Booking Parameters**

The following confidential draft was shared with the Advisory Board and they were asked to provide their thoughts regarding whether this plan was suitable and appropriate for the convention market; their comments are found below:

#### **Background**

Many CVB/DMOs have mission statements similar to Visit Salt Lake's: "to improve the area economy by attracting and servicing conventions tourist and leisure travelers" and most define their relevance to their communities in terms of the dollars their efforts bring to their destination's hotels, restaurants, rentals cars, attractions and retail stores. Yet, the booking parameters used for booking their destination's convention centers are almost exclusively limited to the number of room nights a group has or will contract for and use.

With the advent of multiple web-based travel sites offering discount lodging, tradeshow and associations have grown wary of committing to filling room blocks equal to the number of rooms their attendees ultimately consume. As a result, customers are getting less and less credit for the positive economic impact their groups provide.

The CAB has challenged Visit Salt Lake (VSL) to develop broader, more balanced criteria to determine the future value of a group and the convention center's future availability. The following is a draft for your review and feedback.

VSL is in the process of developing a "Balance Scorecard" for purpose of creating booking criteria which gives weight to room nights while also considering total economic impact based on the number of attendees, number of days the Salt Palace is reserved and the ultimate potential revenue to the Salt Palace.

Below is a sample Balanced Scorecard is provided for "A GROUP" based on the following criteria:



- Criteria" is the subject matter we are attempting to score
- "Group Stats" is the group's anticipated or historic data for the Criteria
- "Valuation System" is the methodology used to determine points on a relative scale
- "Score" is the result of applying the Valuation System to the group's stats
- "% of Total" is the % or weight of the criteria scored relative to the total score for the group.

**"BALANCED SCORECARD"**

Name of Group: *GROUP A*

Criteria	Group Stats	Valuation System	Score	% of Total
Total Room Nights	18,775	1 point per 1000 Room Nights	18.8	33%
SPCC Days	10	5 points per 1000 Room Nights <i>divided</i> by SPCC Days	9.4	17%
Total Attendees	5,849	2 points per 100 Attendees <i>divided</i> by SPCC Days	11.7	21%
Net Rev. to SPCC	\$115,000	1 point per \$25,000 of Net Rev. to SPCC	4.6	8%
Additional Years	4	3 points per <i>additional</i> year contracted	12	21%
<b>Total Score:</b>			<b>56.5</b>	<b>100%</b>

**Total Room Nights**

Sample *Group A* historically consumes 18,775 Room Nights, and the Scorecard assigns 1 point for every 1,000 Room Nights, (18.8 points), which is 33% of the total score of 56.5

**SPCC Days**

Sample *Group A* would need the Salt Palace Convention Center (SPCC) for a total of 10 days. We assigned 5 points for every 1,000 Room Nights *divided* by the number of "SPCC Days." So,  $5 \times (18.8 / 10) = 9.4$ , (17% of the total)

**Total Attendees**

Total Attendees is representative of Economic Impacts of the group. The estimated Total Attendees for sample *Group A* is 5849; 2 points were assigned to every 100 attendees *divided* by the number of SPCC Days. So,  $2 \times 5849 / 100 / 10$  equals 11.7 (21% of the total)

**Net Revenue to SPCC**

In addition to rent, the Salt Palace generates ancillary income during an event such as an override on Food & Beverage, Internet, Audio/Video etc. We assigned 1 point for every \$25,000 of Net Revenue to the Salt Palace Convention Center. The Estimated Net Revenue to SPCC from sample *Group A* is \$115,000. So,  $1 \times 115,000 / 25,000$  equals 4.6, (8% of the total)

## **Years Contracted**

Qualifying groups that commit to repeat bookings have great value. We assigned 3 points to every additional year a group commits to. Sample Group A would commit to 4 years above and beyond the first year for their event, so 4 additional years x 3 equals 12, (21% of total)

## **Discussion**

Assuming the various criteria have been given the proper weight, a group's total score can be compared against a watermark (not yet specified) to answer the question of whether or not it's in the best interest of the destination to contract the convention center for the dates requested.

## **Advisory Board Feedback**

- **Recommend simplifying and basing booking parameters on overall economic impact; the sample formula presented is overly complicated**
- No formula can capture complexity of factors impacting group spend
- Center has lopsided exhibit space vs. meeting space
- Focus on meeting space ties up the Center
- SPCC days are like bonus points
- Repeat business % may be too high
- Wide mix of attendees demographics (i.e. students AND doctors) will create imperfect reporting
- Time of year and high demand not factored into formula
- Planners need to document economic impact of their meeting even though some planners find it difficult to get precise data from cities after their event
- Formulas give higher priority to larger groups when there isn't a HQ hotel at the Center
- Ideal to capture rooms booked outside the block using auditors such as [www.roomchecks.com](http://www.roomchecks.com)
- Planner look to DMO to help capture rooms outside block in audit
- When asked if capturing attendee spending off registration via credit card companies based on zip or postal codes was useful or important; privacy issues were cited (credit card data etc.) especially for Europe based attendees where stringent privacy laws are in place

## **Changing Perceptions of Salt Lake**

- Out Magazine <http://www.out.com/> named Salt Lake THE gayest city in USA; this has created dialogue that Salt Lake is so different from what people expect; this has helped shift communications message

## **Designing the Ideal Tourism Organization**

The Advisory Board and Salt Lake hosts broke into groups and discussed ideal components for the ideal tourism organization to sell, service and market Salt Lake to meeting professionals and show organizers; the following summarizes the groups' comments:

## **Group One**

- Focus on enhancements to existing products and services
- Take time to truly understand and know the customer
- Offer a single point of contact who can partner with planners to bring all services; acts as a "single conduit for all that needs to get done"
- Offer to connect planners with similar organizations that can enhance attendance or meeting content
- Engage in PR activities with local community
- Provide research regarding economic impact of client's meeting
- Growth in global attendance demands increased need for international marketing efforts "get Salt Lake known globally"
- Counter common misperceptions about Salt Lake
- Promote the fact that Salt Lake is an "Oasis in Utah"; make the "hip local" community known to potential attendees; promote Salt Lake's "great urban experiences" and highlight the open mindedness and diversity of the city; many languages spoken is a major advantage
- Bring industry "communities of interest" to Salt Lake to experience the city first hand (MPI, PCMA, travel agents etc.)

## **Group Two**

- The ideal tourism organization would be 100% customer centric (not CVB or city centric) and would view all issues through customers eyes; suggest using Pandora and Match.com as good customer centric models
- Internet is the primary gateway to connect visitor to the destination; web portal should be customizable and create user centric "stories" based on what the specific user wants
- Offer meeting planners ability to access resources based on their needs and desires; then in real time engage in a dialogue with service providers and sectors within community using live video feeds; use augmented reality to depict experiences
- Use video to document senior ranking attendees (CEOs etc.) thoughts about their Salt Lake experiences during shows; focus on economic issues
- Develop speakers bureau to offer programming which accesses great local content and intellectual capital
- Create network of planners who have used Salt Lake and develop a repository of successful conception and ideas which have worked well for past shows and meetings; case studies of what make this city unique so customers don't have to reinvent the wheel (i.e. special floor plans)
- Trip Advisor style unbiased reviews; some think these must be user managed and neutral; if managed by the DMO it may be considered suspect

### Group Three

- Develop customized customer profiles to create unique experience; interactive portal allows customer to create profile; truly knowing the customer down to most personal level; allow them to create custom Itinerary based on profile
- Make visitors “evangelists” for Salt Lake experiences
- Consider campaign focused on “How to tap into Salt Lake: Untapped Utah, Untap your Keg, Untap your Experience, Untapped Potential” etc.
- Touch pads around the city
- Provide videos customized to share the experience
- *Pinterest* pages highlighting Salt Lake visitor assets
- “Let Salt Lake buy you a drink” or “Have a drink on us” campaign
- Build your own video with snippets of different styles of music so people can market the way they want
- Member model is antiquated; instead offer free membership and create “Freemiums” for suppliers that want more from the DMO; build stronger value with preferred services
- Create levels of services, i.e. voting members, premiums to show up on premium portions of the DMO’s website
- Advocate and represent the entire industry not just members

### Jimmy Romo – Delta Airlines

Jimmy was thanked for sponsoring attendees’ airline tickets; he discussed airline issues and Delta innovations; the following outlines his comments

- Acknowledged that meeting professionals want to know about strategies they can share with attendees to help them save money when booking airline tickets
- Business Travel News <http://www.businesstravelnews.com/> survey names Delta number one for flexible group pricing
- Delta Meeting Network program [www.delta.com/meetings](http://www.delta.com/meetings) offers group fares for 10 or more people traveling to a meeting including Zone Fares program with fixed fares
- Meeting contract offering one free ticket for every 40 booked; now more inventory open for these tickets making it easier to book free tickets
- Smaller meetings can use multi meeting agreement which combines all attendees flown annually and then apply “1 per 40” free seats
- Delta offers group contracts with best fare guarantee
- Planner should ask the DMO what else is happening in the city during their meeting to better understand capacity and demand
- Large meeting are provided with extra sections or larger aircraft; Delta needs to know 5 to 9 months out in order to shift equipment
- Sunday, Monday and Friday are busiest passenger load days
- Fare changes are made 3 to 4 times daily
- 24 hours before flights, premium/elite upgrades are made and this sometimes opens better seats in coach cabin

## Saturday, April 14, 2012

### Technology Learning Session – Midori Connolly & David Kliman

- 1st Generation iPad, iPad 2, New iPad
- Best Shortcuts/Tricks
  - Making Folders
  - Orientation
  - Music Control
  - Hard Reboot
  - Screen Shot
  - Camera Button
- Presenting with an iPad
  - “Dongles”
    - VGA Adapter (most projectors)
    - Digital AV Adapter (LCD/Plasma monitors)
    - Mirroring or Apps? (Keynote, eProjector and 2Screens)
    - Telestrator capabilities
    - Wired vs. Wireless
  - Travel Kit - build your own based on your needs
    - Decal (or mark) all cables and dongles
    - Don't Leave Home Without It!
  - David Kliman's Favorite Travel Apps
    - United Airlines
    - Seat Guru
    - Gate Guru
    - Flight Aware
    - Airport Zoom
    - Uber
    - Around Me
    - OpenTable
    - Across Air
    - Free Wi-Fi
    - Flipboard

### Web Conferencing/Online Meetings, Document/Collaboration Tools

#### Remote

- (Video) Fuze
- (Video) Webex
- (Video) PolyCom
- (Video) Vidyo
- GoToMeeting
- Mighty Meeting  
(Room called *Midori*)

#### Local/Blended

- Prezi - Collaborative:  
<http://bit.ly/CABPrezi>
- SyncPad:  
<http://www.mysyncpad.com/Midori>
- Join.me (audio)
- ConferencePad (local)

### Keeping it in the Cloud

- Evernote
- iCloud
- SugarSync
- YouSendIt
- Dropbox
- Google Docs
- iAnnotate (iPad)

### Free Communication Tools – especially great while outside USA

- Skype
- Viber
- Kik
- Whatsapp
- HeyTell

## Bandwidth v. Speed

- How much do I need?
- What activities will that support?
- Email/Web browsing = 500kbs ("kilobits")
- HD Video Streaming = 3mbps (which is ~3000kbs)
- How many users will that support?
- [http://etoolkit.org/etoolkit/bandwidth\\_calculator/index](http://etoolkit.org/etoolkit/bandwidth_calculator/index)
- Check your connection speed: [www.speedtest.net](http://www.speedtest.net)

Download Speed	Application	Minimum Broadband Technology
<b>768K - 1.5 Mbps</b>	Basic E-Mail, Web Browsing, VOIP- i.e. Vonage	Cable, DSL, BPL, Satellite
<b>1.5Mbps - 3 Mbps</b>	Streaming Music, Standard Definition Video (SD), Remote Surveillance, Telecommuting	Cable, DSL, BPL, Satellite
<b>3 Mbps - 6 Mbps</b>	File Sharing (Small/Med Files), IPTV (Internet Protocol Television)	Cable, DSL, BPL, Satellite
<b>6 Mbps - 10 Mbps</b>	Online Gaming, Video on Demand (i.e. Netflix)	Cable & DSL (>6 Mbps Only), Fiber, 4G LTE
<b>10 Mbps - 25Mbps</b>	Telemedicine, Remote Education, IPTV High Definition (HD)	Fiber, 4G LTE
<b>25 Mbps - 50 Mbps</b>	HD Video Surveillance	Fiber, 4G LTE
<b>50 Mbps - 100 Mbps</b>	Video Conferencing (Multiple users), Remote Supercomputing	Fiber, 4G LTE, OC-1, OC-3
<b>&gt; 100Mbps</b>	Real-Time Data Collection, Real-Time Medical Image Consultation	Fiber, 4G LTE, OC-3

## Wi-Fi Safety

- Turn off sharing including Bluetooth!
- SSL Encryption (https - websites and SSL - email)
- VPN (virtual private network)
- If in doubt about security, use mobile network (3G or 4G)

## More tools

- SaneBox: <http://bit.ly/CABSaneBox>
- Flipboard
- EchoSign
- Pinterest

## Speaker contact information:

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## **Wrap Up**

The Board was thanked for their commitment to the process of continuous improvement for Salt Lake. Their feedback is tremendously helpful; their recommendations and comments will be put to good use.

The meeting was adjourned. Recommendations and Actions Items are found below.

## ***Recommendations and Action Items from the April 2012 meeting***

### **Trax**

- Share exact open date (when confirmed) for TRAX Airport service with the Advisory Board and all customers
- Develop Trax user guide for visitors, ensure it addresses how to board, free fare zone and routes. Must be easy to understand and appropriate for non English speaking visitors

### **City Creek**

- Investigate ability to host group events in the Food Court and The Plaza at City Creek

### **Environmental Sustainability**

- Share environmental sustainability measurement tools with meeting professionals and show managers

### **Convention Center**

- Develop methods to replicate food truck style experiences and cuisine in the Center's concession stands
- Ensure The Center and Utah Foods keep show management in control of all food and beverage events taking place at the Center (including food trucks brought in by exhibitors and positioned curbside)

### **Ideal Tourism Organization**

- Comments regarding this topic are found are pages 11 & 12 of this report as they are non-binding recommendations from the Advisory Board