

Industry Briefs

National trainer shares expertise with local hotel industry

As the year winds down many of you are trying to figure out where did the year go and how to prepare for a productive and successful new year. Shreveport-Bossier Convention Tourist Bureau heard your cry and brought in a national sales trainer Janie Wiltshire in preparation for 2010 sales effort.

Wiltshire is an international speaker who speaks 50 weeks out of the year all over the world and speaks annually for regular clients like Hilton, Choice Hotels and state tourism entities.

The training took place Dec. 15 at Boomtown Casino Hotel. The topic was "Buckle Your Seatbelt. We could be in for a turbulent ride in 2010." Some 35 hoteliers were in attendance at the sales training and were able to take back some valuable information for themselves, as well as their staff. "I got a lot out of the training," says Nikki Kotzian, Director of Sales at the Holiday Inn Shreveport West. "It was more of a wake-up call to jump start the year."

The bureau is planning to have several follow up sales training for the hotel industry in 2010.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

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Travel Talk

News from Louisiana's Other Side - Shreveport-Bossier Convention & Tourist Bureau



Jan.-
Feb.
2010

Small Market Meetings Conference here in 2010

Shreveport-Bossier lands the first ever Small Market Meetings Conference, to be held Oct. 3-6, 2010 at the Shreveport Convention Center. The economic impact of this three-day event has the potential to generate millions of dollars in future conferences.

Quality, affordability and central location are key factors why Shreveport-Bossier was chosen from a pool of competitive bidders to host the conference. The Small Market Meetings Conference will bring 100 meeting planners and about 100 suppliers to the area who have never been here before so they can feel it, touch it, and taste it first hand.

"Oct. 3-6 dates were chosen because that's the week of the Red River Revel Arts Festival and we wanted the opportunity to really show our Southern hospitality, our arts and culture and what makes



Stacy Brown, SBCTB President, announces Small Market Meetings 2010 Conference.

Shreveport-Bossier: Louisiana's Other Side so unique," said Kim Brice, Vice-President of Convention Marketing for the Shreveport-Bossier Convention and Tourist Bureau.

Small Market Meetings is the national newspaper for smaller cities. Some 11,000 planners subscribe to the publication. Shreveport-Bossier was featured in a two-page spread in the December issue showcasing everything the area has to offer to planners.

"Hosting a conference like this is an untapped market where planners can be focused and come to one area, in particular cities that don't get the recognition of tier one cities to market themselves and their attractions to our meeting planners," said Joseph G. Cappuzzello, President and CEO of Small Market Meetings.

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Check Out Fun Guide

ShreveportBossierFunGuide.com is your one-stop resource for everything that is fun to see and do in northwest Louisiana. This site, a great partnership between the Shreveport-Bossier Convention and Tourist Bureau and the Shreveport Regional Arts Council, provides the locals and visitors with timely information.

One of the cool things about the events calendar website is that the content is driven by the community. If you have know of an event currently not listed on the site, but that is of interest to the public please log on today and add that event to this site, www.shreveportbossierfunguide.com/about/submit.php

shreveportbossierfunguide.com

Dates to Remember:

Hospitality Breakfast

1-6, 8 a.m., Sam's Town Casino
2-3, 8 a.m., Louis Gifts & Biscottis

Shreveport-Bossier Hotel & Lodging Association

TBA. Information: Bob Gansfuss, 629-4458.

Attractions Association.

TBA. Information: Ashley Roe-Davis, 752-1455.

Louisiana Restaurant Assn.

TBA. Information: Gretchen Hamilton, 741-6543.

Special Event

2-6, 1 p.m., SBCTB Mardi Gras Bash, Krewe of Centaur Parade

2-13, 1 p.m., SBCTB Mardi Gras Bash, Krewe of Gemini Parade

Calendar of Events

Jan./Feb.

- 1/8-9 - Monster Nation. CenturyTel Center.
- 1/9 - Mardi Gras Twelfth Night Party. Shreveport Convention Center
- 1/15-16 Bossier City Invitational-PBR. CenturyTel Center.
- 1/15 - Krewe of Elders Ball. American Legion Hall - Shreveport.
- 1/16 - Krewe of Aesclepius Grand Bal. Shreveport Convention Center.
- 1/16 - Krewe of Artemis Grand Bal VIII - Fractured Fairytales.
- 1/21 - TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 1/21 - Unwind Downtown Pub & Culture Crawl. Artspace.
- 1/22 - Krewe of Justinian Grand Bal. Horseshoe Casino & Hotel
- 1/22 - Krewe of Sobek Grand Bal VII.
- 1/23 - Krewe of Sobek Mardi Gras Parade. Fairgrounds Field.
- 1/23 - The "Mighty" Krewe of Centaur's Grand Bal - "As Southern As It Gets". Shreveport Convention Center.
- 1/24 - 11th Annual World Religion Day Shreveport-Bossier at Highland Center.
- 1/30 - Krewe of Gemini Grand Bal. Shreveport Convention Center.
- 2/3 - Harlem Globetrotters. CenturyTel Center.
- 2/5 - Krewe of Cotton Country Bal.
- 2/5 - The Wedding Singer. Strand Theatre.
- 2/5 - The "Mighty" Krewe of Centaur's Float Loading Party
- 2/6 - Krewe of Cotton Country Parade
- 2/6 - The Mighty Krewe of Centaur's Mardi Gras Parade; "As Southern As It Gets"
- 2/7 - Krewe of Barkus & Meoux Parade. RiverView Park.
- 2/12 - Krewe of Gemini Float-Loading Party
- 2/12 - Krewe of Highland Bal Masque. Randle T. Moore Center.
- 2/12 - Shreveport Blues Festival. CenturyTel Center.
- 2/13 - Krewe of Gemini Mardi Gras Parade
- 2/13 - Martina McBride with Trace Adkins. CenturyTel Center.
- 2/14 - Krewe of Highland Mardi Gras Parade.
- 2/16 - Aesclepius Bridge Closing Ceremony.
- 2/16 - Krewe of Aesclepius Fat Tuesday Children's Parade. Louisiana Boardwalk.
- 2/18 - TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 2/19 - 22nd Annual Martin Luther King, Jr. Basketball Tournament

For a complete list of events, log on to www.shreveportbossierfunguide.com

shreveportbossierfunguide.com

Your Bureau at Work For You

Shreveport-Bossier Convention and Tourist Bureau names **Nishia Livingston** its new Public Relations/Social Media Manager.



Nishia Livingston
PR/Social Media Manager

Prior to joining the tourist bureau, Nishia worked as a copy editor for *The Times* of Shreveport. During her three-year stint with *The Times*, she was instrumental in editing and designing various publications and developed a working relationship with industry journalists and freelancers.

Her new role will consist of generating editorial/broadcast/social media features in local, regional, national, and international markets employing a number of strategic public relations tactics.

Kim Brice, VP Convention Marketing,

traveled to Chicago in December to attend DMAI's last meeting of the year. Brice is on the Sales and Marketing Committee and the focus of the meeting was on empowerMINT, which is the networking tool for all of the member DMO's.

While in Chicago, she also attended the Sales Shirtsleeves, which was very informative, as well as an educational opportunity. CEOs, VPs, and sales managers, came together from bureaus all over the U.S. to brainstorm on how to better reach and service meeting and convention clients.

The United States Specialty Sports Association has selected Shreveport-Bossier to host a USSSA Boys 14 and Under Baseball Super NIT on March 26. The tournament will be played at Cargill Park in Shreveport and Tinsley Field in Bossier.

The Shreveport-Bossier Convention Tourist Bureau worked with Shreveport Public Assembly and Recreation (SPAR) and the Shreveport Regional Sports Authority in securing an event of this magnitude.

continuation: Major Conference Coming

"We're absolutely thrilled to have this event, but even more so at the opportunities it presents for the future. Nothing sells and promotes a city quite like having the key decision makers here in person. They can fully experience Shreveport for themselves rather than just hearing a presentation," said Sam Voisin, General Manager SMG/Shreveport Convention Center.

The Shreveport Convention Center and Hilton Shreveport were integral partners in securing this conference. Dianna Douglas, tourist bureau regional convention sales manager, and Brandy Warren, Hilton Shreveport sales manager attended the Affordable Meetings Tradeshow in Washington, D.C. in May 2009. At this conference they learned about the potential to host this conference and immediately put together a stellar proposal.

Most of the planners for the conference are expected to come in from all over.

Other 2010 Conferences

- Amateur Softball Association - 1,000 delegates, 3,270 rooms
- South Central Family Motorcoach Association - 800 plus RVs; 1500 people
- Alpha Kappa Alpha Sorority - 2767 rooms; 2000 delegates
- Delta Kappa Gamma - 600 room nights; 400 people
- Women of Faith - 700 room nights; 14,000 people

"There is no time like the present to see what Shreveport-Bossier has to offer," said Stacy Brown, tourist bureau president. "During economic times when everyone else is struggling, it's good to be Shreveport-Bossier. We have had such wonderful things going on in our community. This is the perfect time to host this conference and let them see what all we have to offer."



Convention Calendar

Date	Event	Hotel
Jan./Feb.		
Jan. 6 - 7	Harrison Company Winter Sales Meeting	DiamondJacks Casino and Resort
Jan. 14 - 17	A.J. Weller International Sales Meeting	DiamondJacks Casino and Resort
Jan. 15 - 16	Jewel Round Dance Weekend	Ramada Inn
Jan. 15 - 17	Red River Street Rod Association	Hilton Hotel Shreveport, Shreveport Convention Center
Jan. 16 - 18	Louisiana Association of Student Councils	Clarion Hotel Shreveport
Jan. 20	Professional Insurance Agents of Louisiana, Inc.	Homewood Suites Shreveport
Jan. 22 - 24	2010 Alpha Phi Fraternity Annual Conference	Clarion Hotel Shreveport
Jan. 23	Journey of Sisters Ministry, LLC - The Captivated & Illuminated Women's Conference	Hilton Hotel Shreveport
Jan. 28 - 30	Bumper to Bumper Auto Parts Specialists	Hilton Hotel Shreveport
Feb. 1	National Association of Insurance & Financial Advisors-Louisiana	Clarion Hotel Shreveport
Feb. 24 - 26	Red River Valley Association	DiamondJacks Casino and Resort
Feb. 27 - 28	Cajun Land Volleyball Club	Hilton Hotel Shreveport

Mardi Gras Bash promises great fun for clients

It's Mardi Gras time! The most decadent party of the South will rock your socks off starting, Jan. 9, with the Twelfth Night Celebration.

The party doesn't stop there. The momentum and excitement for more outrageous over-the-top fun continues with balls and parades from then until mid-Feb. The big crescendo is the two major parade weekends starting first with Krewe of Centaur's Parade, "As Southern As It Gets", Feb. 6. The parade starts at 4 p.m. on the corner of Lake Street and Clyde Fant Parkway in downtown Shreveport.

Group tours, tour operators, media and meeting planners will be attending the tourist bureau's annual Mardi Gras Bash that promises

big fun. These clients will get a taste for Shreveport-Bossier's food, music, and Mardi Gras.

"This is a time when we bring clients in to showcase all the assets our community has to offer meeting planners, media and tour operators for future business," said Stacy Brown, tourist bureau president.

The tourist bureau also will host a Bash during the parade - Krewe of Gemini Parade, "Gemini Goes Fiction", Feb. 13. The industry is invited to participate. Please contact Erica Howard, group sales manager, if you are interested in volunteering at the event, 222-9391 ext. 116 or ehoward@sbctb.org.