

convention calendar access

www.sfcvb.org/members

How to Find the Calendar

Reaching meeting planners and individual convention delegates directly is easy by utilizing the Bureau's Members-only Online Convention Calendar.

One of the core benefits of Bureau membership, the calendar provides detailed, up-to-date information on meetings and conventions in San Francisco over the next two years. Search by event, month, location and more, and find targeted events to which you can promote your product or service. This sheet will give you details on how to access the online convention calendar and start enjoying the benefits.

The convention calendar can help with staffing, inventory and communication for members in these areas:

- Arts
- Audio/visual
- Catering
- Decorators
- Destination management
- Entertainment
- Equipment rental
- Exhibit/booth contractors
- Restaurants
- Retail
- Security
- Sightseeing
- Spouse/guest programs
- Team building/training
- Transportation
- and many more

More information can be found at www.sfcvb.org/members or by calling 415-227-2611.

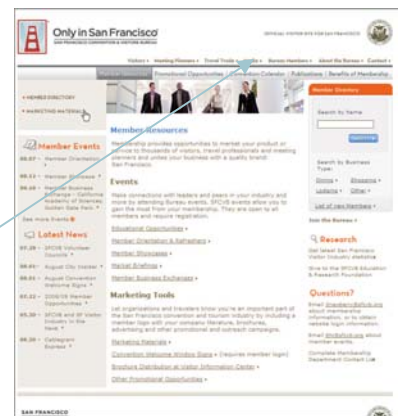
Step 1

Go to www.sfcvb.org/members, or visit www.onlyinsanfrancisco.com and click on the Bureau Members link.



Step 2

Once in the Members section, click the Convention Calendar link on the second navigation bar at the top.



Step 3

Enter your Company ID and PIN to access the members-only information. If you need assistance, contact the membership department at 415-227-2611 or membership@sfcvb.org.



Only in San Francisco®

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CONVENTION &
VISITORS BUREAU

How to Use the Calendar

Contacting Meeting Planners?

Before developing a strategy for contacting meeting planners, conduct research on the meeting and qualify the potential client. During that process, consider your company's response to these questions.

- Have you previously worked at the meeting site, perhaps with another group?
- Could past clients serve as a reference?
- Is the proximity of your business to the headquarters hotel or meeting facility a benefit? A drawback?
- Do you have any connections to the meeting group that could give you a "leg up" in their eyes?
- Are you familiar with the group and the work they do?
- How can your product or service enhance the meeting?
- Can you demonstrate to potential clients that you can meet their needs?
- Is your product or service geared more to meetings with heavy local or out-of-town attendance*?

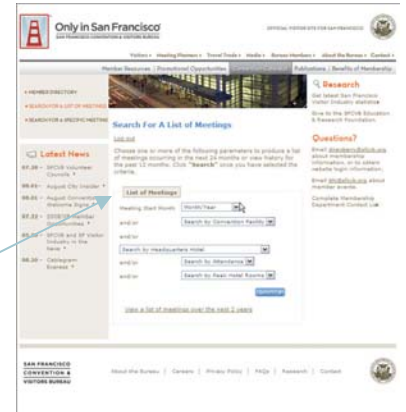
* The number of hotel rooms a group expects to use (noted as Peak Hotel Rooms on the calendar) is a good indicator of attendees from out of town. A small room block in relation to number of attendees indicates a large percentage will be local therefore less likely to take part in City leisure activities.

Knowing the answers to these questions will give you a good foundation for successfully reaching meeting planners.

Step 4

Once you've entered your Company ID and PIN you'll have several options to narrow down the exact nature of your search. Search by:

- Upcoming dates
- Meeting facility
- Hotel headquarters
- Attendance
- Peak room nights.



Step 5

Your search results will include confirmed meetings with valuable contact information and important meeting details right at your finger tips.

Step 6

Either use the information right off the screen or download your entire search into a convenient spreadsheet for later use.

