



Reports from the Road

**DMF Sales Mission Ottawa, ON and DMAI Destination Showcase, Washington DC
Feb 15-19 and Feb 22-26, 2010
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Summary

Participated with the DMF downtown hotel group on a week long sales mission to Ottawa. Conducting sales calls and presentations to Association meeting planners and executives we focused on an Edmonton sell first and facilitated 15 appointments.

Following this trip, ET attended in a lead role the annual DMAI Destinations Showcase event in Washington DC. This event features Tourism Bureaus and Convention Centres only and is one of the busiest weeks in the US capital.

Participants

DMF group, Delta Hotels, Westin, Fairmont, Sutton Place, Coast Hotels and Edmonton Tourism.

DMAI, Edmonton Tourism, SCC, CTCC, Tourism Calgary

Results

DMF sales trip was extremely well received and productive. Having senior level hotel partners on site (DOS's) makes a profound impact. Most calls showed good promise for repeat or new business opportunities. These leads will be developed and actioned immediately

DMAI event was a busy week and good trade show with fairly steady traffic throughout. Edmonton Tourism and the SCC exhibited in a newly produced booth with the new "Fresh" campaign being the focus. Leads received include Alliance for Telecommunication Industry Solutions and Association of Public Treasurers.

Other Activities: (not related directly to the tradeshow i.e. sales calls, etc)
Held other client meetings in Ottawa including CAGP who meet later this year in Edmonton.

Attended PCMA event during DMAI week in DC and held client events and separate meetings including with ACI which produced confirmation of an RFP for 2011.