



**Meeting Planner Educational Breakfast  
Strategic Meetings Management  
Spring 2011**

**Description:** A two-hour, educational breakfast targeted to qualified meeting planners. The program format will include a brief networking opportunity, followed by a panel discussion of a pertinent topic with a question and answer period. The program will be pre-approved by the CIC for the planner to earn CMP credits. Let planners learn about your meeting/banquet capabilities first-hand, followed by a property tour.

**Details:** ACVA will coordinate the educational program to include a panel of industry experts and will be responsible for the guest list, invitations and giveaways. The host hotel will sponsor the breakfast, welcome remarks and a tour. The host hotel may also submit an invitation list. The target is 25 - 30 qualified planners per event, plus ACVA and Hotel Staff.

**Date:** Wednesday, March 31, 2009 (8:00am to 10am)

**Location:** Alexandria Hotels

**Participant benefits:**

- Showcase your property to planners with known business in the area
- Develop new relationships and/or renew old ones in a more casual environment
- Distribute collateral, announce specials, etc.

**Rates/Fees:** Cost of breakfast

ACVA Contact: Lorraine Lloyd @703.746.3303 or llloyd@VisitAlexVa.com

\_\_\_\_\_ Yes, we would like to host the Spring Educational Breakfast for Meeting Planners. If unable to host March 31, please indicate preferred date(s) \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Title** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Contact E-mail** \_\_\_\_\_

**Signed** \_\_\_\_\_

**PLEASE RETURN NO LATER THAN AUGUST 30, 2009**

**Email form to Lorraine Lloyd at llloyd@VisitAlexVA.com fax to 703.746.3314**