



## Superior Service is in the Details

Whether hosting 20 or 2,000, the success of any meeting or convention hinges on the most minute of details. As all successful meeting planners recognize, the devil is in the details, an idiom embraced by Visit Winston-Salem's detail-oriented Convention Services team every day.

Our team, composed of veteran meeting planners, empathize (and sympathize) with clients and planners to ensure every event is a success. We start by listening carefully to each client and outlining the best possible options and advice – down to the final detail. From registration forms and name tags, to team building, itineraries and promotional videos, the Visit Winston-Salem team offers customization and personalization to ensure every client's to-dos are well tackled.

From pre-planning to post-convention wrap-up, the Visit Winston-Salem Convention Services team works closely with planners to deliver a seamless experience for attendees, including:

### **Digital Destination Images and Promotional Video**

Visit Winston-Salem houses an extensive library of high-resolution digital images and videos meeting planners are welcome to use in their convention materials and social media. We offer customized digital materials that work in concert with clients to promote and build awareness and attendance to the event.

### **Local Experiences & Planning Assistance**

Winston-Salem boasts a rich history and vibrant culture just waiting to be explored. The Convention Services team is your resource and connects planners with area partners, local experiences and customized itineraries. Assistance is also available for spouse programs, children's activities, and knowledgeable step-on guides.



### **On-Site Registration Assistance & Customized Materials**

Uniformed, professional guest services staff can supervise and expedite on-site registration. Name badges and other materials can be customized with event logos and formatted to desired specifications. The team can also design tours, conference agendas and dine-arounds with detailed information. Our trained destination specialists can set up a complimentary city information table for groups, complete with Official Visitor Guides, Wine & Dine Guides and maps to create an engaging experience for attendees.

Winston-Salem's Wake Up Rewards program offers our best incentives for meetings and events providing added value for meeting planners who book with Visit Winston-Salem and the Benton Convention Center Complex, with up to a \$3,000 credit plus incentives.

Buzzing with energy and excitement from more than \$2 billion invested in development initiatives over the past decade, downtown Winston-Salem is the hub of activity for meeting attendees. From the Wake Forest Innovation Quarter, to a collection of more than 120 restaurants and night spots, the heart of it all is the newly reinvented 105,000-square-foot Benton Convention Center. Driven by direct input from respected meeting planners and attendees, the reinvented Benton reflects the latest industry trends and forward-thinking concepts resulting in a smart environment designed to stimulate productive events and strategic outputs.

To connect with the Convention Services team at Visit Winston-Salem, email [sales@visitwinstonsalem.com](mailto:sales@visitwinstonsalem.com) or call 336.728.4237.

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