

Greater Phoenix Convention & Visitors Bureau Media Events



A Mariachi trio adds a southwest touch to the Phoenix CVB media event in Los Angeles.

OUR EXPERIENCE SHOWS

Excel Meetings and Events has been working with the Greater Phoenix CVB for the past four years to manage, market and produce media events that help educate San Francisco Bay Area travel, food & wine and lifestyle reporters about Arizona as a destination.

Excel Meetings and Events services included:

- Site selection
- Budget management
- Registration
- Food & beverage management
- Event decor & entertainment
- Graphic Design
- Email marketing
- Direct mail
- Media outreach

“We hired Excel Meetings and Events to help us market and manage our San Francisco and Los Angeles media events. They handled every detail with outstanding professionalism. They have helped us develop media relationships that have generated press coverage for Phoenix in major travel, hospitality & meetings industry publications.”

**- DOUG MCKENZIE,
COMMUNICATIONS DIRECTOR
GREATER PHOENIX CVB**



A travel writer talks with Phoenix CVB staff about the Major League Baseball spring training events that will take place in the greater Phoenix area.

MEETING MANAGEMENT SERVICES

- Site Selection
- Contract Negotiation
- Budget Management
- Speaker & Sponsor Management
- Advance & On-Site Logistics
- Audio Visual Production
- Stage Design And Lighting
- Décor & Entertainment
- Transportation
- Off Site Events
- Interactive Technology Strategy & Deployment

EVENT MARKETING SERVICES

- Web-Based Registration
- Event Web Site Development
- Event Identity Development
- Direct Mail Design & Distribution
- Email Marketing
- Copy Writing
- Event Collateral Development
- Email Invitations
- Pre & Post Event Survey Development, Tabulation & Reporting

MARKETING COMMUNICATION SERVICES

- Graphic Design
- Web Site Design & Programming
- Graphic Identity Development/Logos
- Video Production Management
- Print Ad Creative Development
- Press Release Writing & Distribution
- Social Media Marketing Strategy

EXCEL
MEETINGS AND EVENTS

Contact Us:

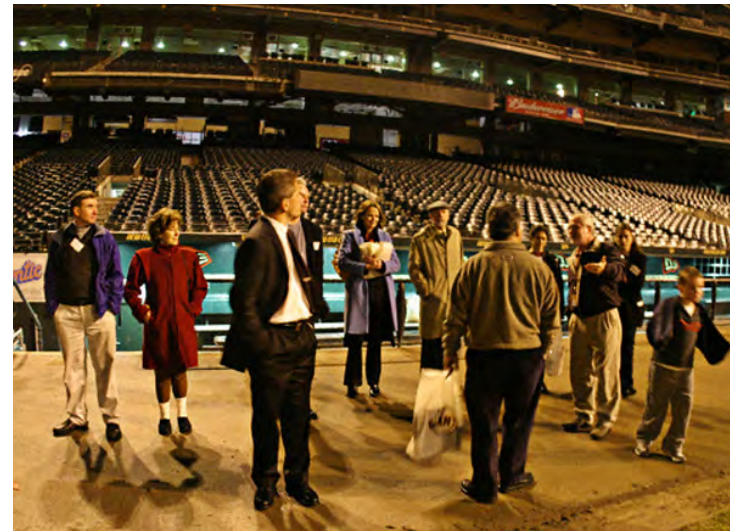
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Wine Spectator Senior Editor Harvey Steiman talks with Phoenix CVB staff at Bacar in San Francisco.



Bay Area food and hospitality writers get a private tour of AT&T Park during the Phoenix CVB event in San Francisco.



The Scoreboard at AT&T Park Welcomes the Phoenix CVB group.