

Meetings

MINNESOTA'S HOSPITALITY JOURNAL®

EDITORIAL IDENTITY STATEMENT

OUR PUBLICATION PROFILE: *Meetings: Minnesota's Hospitality Journal* is published quarterly by Greenspring Media Group. A perfect bound publication, it is printed on high-quality paper stock in four-color.

OUR MISSION: We will strive in every issue to help Minnesota's meeting planners save money, find the resources they need to do their jobs well, and plan effective and efficient meetings. The magazine will be a useful tool for planners of all experience levels, and every page of every issue will work toward fulfilling our mission.

OUR EDITORIAL STAFF: *Meetings* magazine is supported by the largest editorial staff of any publication of its kind in Minnesota. Led by Joel Schettler, the editor of Greenspring's custom publications division, the editorial staff includes Managing Editor Amanda Fretheim Gates and Associate Editor Ellie M. Bayrd. Under this staff's leadership, *Meetings* has received numerous awards since its launch, including a Gold Award for Overall Excellence from the Minnesota Magazine & Publications Association (MMPA) for its inaugural year, and 11 additional MMPA awards between 2003 and 2007. In 2004, the publication earned a President's Choice Award for Editorial Excellence by the Midwest Society of Association Executives (MSAE).

OUR ART/PRODUCTION STAFF: *Meetings* is designed and produced by Greenspring's award-winning art directors, graphic designers and production staff. *Meetings'* current Lead Designer is Jeremy Nelson. Our unique in-house pre-press operation and direct-to-plate printing technology gives our staff maximum quality control. Each issue of *Meetings* is designed to be useful, with key details and contact information of resources prominently included in each article's layout.

OUR PUBLISHING SCHEDULE: With the release of the launch issue in February 2002, *Meetings* Magazine began its quarterly publishing schedule. Future issues will be released in March, June and September of each year, with a fourth, the *Meetings* Annual, released each December. In 2005, *Meetings* introduced the first annual Industry Survey to gauge the general status of the state's meetings industry by polling its readers. The highly successful and unique survey continues to appear annually in the December issue, and is available online at www.mn-meetings.com

WHAT TO EXPECT IN EACH ISSUE:

FEATURES: A substantial portion of each issue is devoted to in-depth features covering major issues, trends, and tasks facing Minnesota meeting planners. Whether they speak to the most experienced meeting planners or to novices, all of our feature articles will be *useful*, filled with ideas and accompanied by clearly presented contact information of sources and resources.

DEPARTMENTS:

Openers

Quick-read trends, facts and figures, tech tools and editor insights.

Location, Location

Profiles of two venues worth knowing about, one in the metro area and one in Greater Minnesota. Coverage has also included collections of themed venues, such as spas or VIP venues.

Meeting Accomplished

Profiles of two successful events, one in the metro and one in Greater Minnesota, with an emphasis on lessons learned and resources that worked.

Introductions

Profiles of people and organizations we think you should know, in six sections:

- In The Lead (Interview)
- Peers (Interview)
- Organizations and Associations (Listings)
- Ask Your Colleagues (Interview)
- Smile File (Photo Gallery)
- The Podium (Guest Columnist)

Industry Survey & Event

Meetings' Annual Issue (January) showcases the results from our annual online readers' poll. This one-of-a-kind, MMPA Award-winning survey has been tracking trends, topics and temperaments of local and regional meeting planners as they weigh in on everything from where they meet, to length of events, their busy seasons, budgets, and even personal predictions for the industry. 2008 will mark the survey's 5th consecutive year. The printed survey results are complemented by an annual State of the Industry Event, hosted by Meetings in early 2009.

Tools of the Trade

Technology trends, ideas and news.

Ask Your Colleagues

Peer-to-peer Q&As about challenges and keys to success.

The Notebook

A quick-read digest of the news you need to know.

Plus event pics, entertainment calendars and more!