



2015 UV Awards Luncheon



**Recognizing the best of the best in
the Unique Venues membership**



There's the Grammy's, the
Emmy's and now...

THE UV's



But First...



About the UV's

- 25 Award Categories
- Venues Self-Nominate
- Planners Vote
 - Record number this year

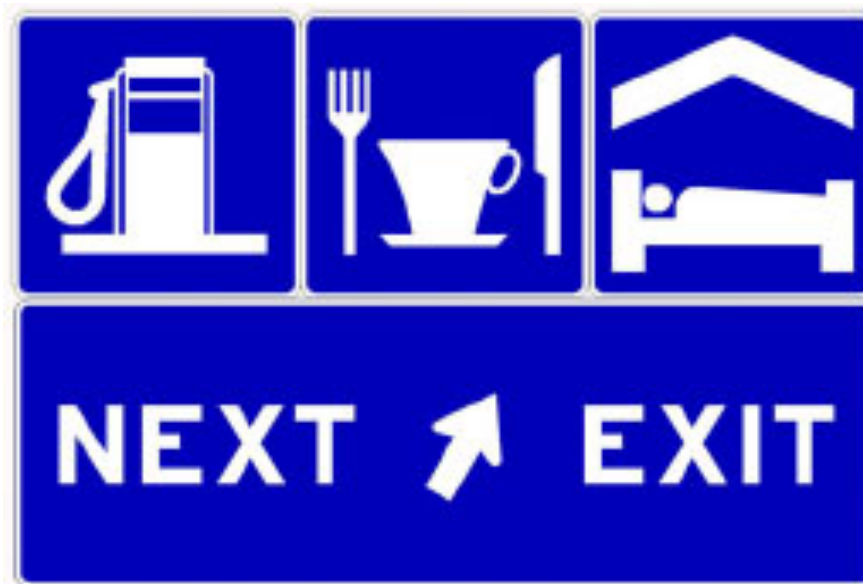


UV Award Winners Receive...

- An award to proudly display at their venue
- A letter and a copy of *Unique Venues Magazine* sent to the leadership of the venue
- Feature in the “Best of Edition” of *Unique Venues Magazine*, distributed to 53,000 planners
- Feature in *Unique Connections*, our e-newsletter distributed to 34,000 planners
- Feature in *League of Our Own* venue newsletter
- A **Best Of Winner** ribbon on their Unique Venues online profile



Best Venue to Host a Meeting or Event on a Per Diem



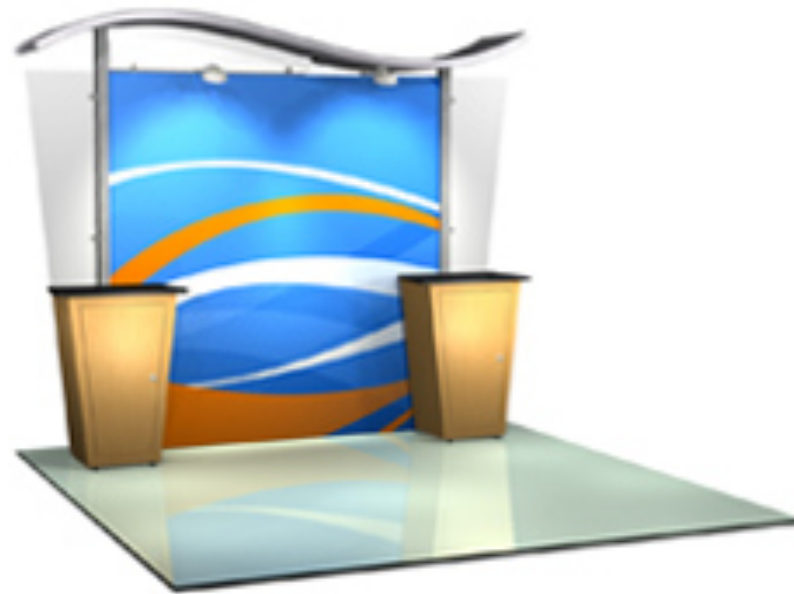
University of Georgia Hotel and Conference Center

Best Venue for a Formal Affair



Hatley Castle at Royal Roads University

Best Venue for Exhibitions and Trade Shows



Georgian Conference and Event Services

Best Outdoor Event Space



Georgia International Horse Park

Best Venue to Enjoy Yourself When the Meeting is Over



Vancouver Art Gallery

Best Venue for Small Gatherings



St. Lawrence College Conference Services



Best Venue for a Reunion



**Silver Bay YMCA Conference and
Family Retreat Center**

Best Place to Gather for the Day



Navy Pier

Best City Center Venue



Waterview Vancouver

Best Green Venue



Chicago Botanic Garden

Best Place for a Spiritual or Wellness Gathering



**Lake Williamson
Christian Center**

Best Training and Development Venue



**The Duncan Family Sky Room
Saint Peter's University**

Best Venue to Film a Movie



Best Farm to Table Group Catering Offerings



Best Place to Host a LGBTQ-Friendly Event



The Virden Center
University of Delaware Conference and Event Services

Best Rural Venue



Arden Shisler Conference Center

Best Hi-Tech Venue



McNamara Alumni Center, University of Minnesota

Best Venue to Host a Youth Meeting or Camp



University of Nevada, Las Vegas

Most Easily Accessible Venue



University of Maryland, College Park

Best Suburban Venue



Colorado State University

2015 Marketing Awards

As Selected By a Team of Experts and Advisors



Best Website



Boston University

Best Print Ad



**University of New Hampshire
Conferences and Catering**



Best Social Media Presence



The Loft at 600 F

Best Marketing Collateral



SPiN New York and Yale University

Professional of the Year 2015



Kim Araya, American University

Host Venue Recognition



The Catholic University of America

Nominate Your Venue

2016

**There's confidence in doing business with the BEST of the BEST.
Nominate your venue in the 2016 awards process!**



Slide Sequence

Day 2 Session 6 2 PM





Virtual Impression



Framework for Creating a Virtual Tour

Presented by Chuck Salem

October 16, 2015



Imagine

- Your job is to select the site for an annual conference for an adult group.
- <https://www.youtube.com/watch?v=sxA-DVnAZGs>
- <https://www.youtube.com/watch?t=1&v=ZfTz6hBeiKg>
- <https://www.youtube.com/watch?v=tGkATLK9uIA>
- <https://www.youtube.com/watch?v=aC9qN-L3U5U>
- <https://www.youtube.com/watch?v=Lf-HlkGEWOg>

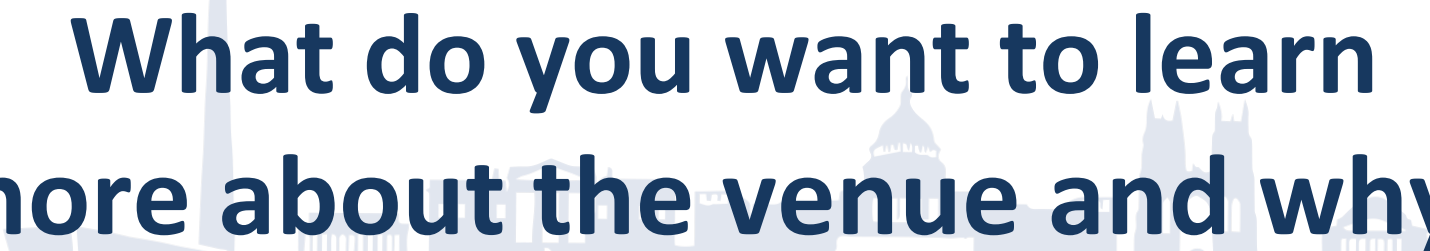
unique
venues
you belong here™





What did you learn about the venue by watching the video?

What do you want to learn more about the venue and why?



Making a Plan

- What is the ultimate goal of the video?
 - To capture interest
 - To dig deeper
 - To differentiate
 - To move closer to a buying decision
 - To use as a tool to show other decision-makers

First Impressions



AVOID the SCARY



Setting the Stage

Emotional Appeal & Rational Appeal

Both in what you say and what you show...



What makes you appealing?

- Emotional
 - Atmosphere
 - Service
 - Décor
 - Dining
 - Amenities
 - Testimonials
- Rational
 - Accessibility
 - Location
 - Technology
 - Capacities
 - Pricing



**EMOTIONS TRUMP
EVERYTHING**

The Basics

- Length
 - No more than 90 seconds
 - Chapters of no more than 60 seconds
 - To narrate or not to narrate...
 - Remember...emotions trump everything
 - Differentiating points



The Basics

- Imagery
 - Quality still images
 - Quality video
- Call to Action
- You Tube Ad
- Contact Information or Link
- Keep it moving...ENGAGE



Tools

- Sound
 - iTunes
 - Quicktime
 - Voice Recorder (App)
- Visual
 - PowerPoint
 - iPhoto
 - iMovie
- Delivery and Hosting
 - Animoto/Prezi
 - YouTube
 - Vimeo

Create



Questions





A few things before we part...

Please Recycle Badges

Complete Surveys

Budget for 2016

Continue the Learning





THANK YOU!
See you in 2016!

