

Locally Inspired Event Design

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Locally Inspired Event Design

How to incorporate local, immersive and give-back experiences into your meeting or incentive program.

Meeting planners are no longer just planners, they're experience architects—especially as attendees arrive with higher and higher expectations for food and beverage, entertainment and activities, and local immersion. Prevue has compiled dozens of ideas for more experiential and locally inspired meetings and incentive programs, many from our own Visionary Summit Series.

FOOD & BEVERAGE In Season is Best

Ask the chef about ingredients found closer to home, whether from a hydroponic vegetable garden that features “pick-to-plate” ingredients, from the hotel's very own farm, or from local growers.

Choosing food in season is one of the easiest ways to make an F&B function healthier and more environmentally friendly. Not only will the produce be fresher, but it is also a great way to incorporate the flavor of the region into your event. It also minimizes the transportation impact on the environment.

Educational Tastings

Instead of having the usual wine sommelier or beer expert, hire a specific spirit expert from a local distillery to interact with attendees. He or she can provide history about the spirit as well as tips on how to properly taste the alcohol.

If you're serving meat from a local producer, invite the pitmaster who smoked it to serve it up, along with tips on smoking turkey and pork. The same can apply to produce and local farmers, or cheese and local makers.

Street Food

Food trucks are a category all their own, and an entertaining way to introduce creative, local cuisine into a lunch or reception. Or, ask your catering team to create their own version of authentic street food from your destination.

Imperfect Produce

Imperfect or “ugly” produce is no longer being thrown out but in fact can be used to show attendees that you're making a conscious choice to pick produce that likely otherwise would have been thrown out.

House-Made Condiments

Forget Heinz and French's. F&B teams are taking the time to craft their own house-made condiments that are not only less processed, but also have a unique flavor drawing from local spices. Try a spicy ketchup or grainy mustard to amp up your meeting's condiment game.

Right: Locally sourced is the specialty at the organic Malibu Farm in Miami. *Below:* This painting by artist John Bukaty was created during the opening reception of Prevue's Chicago Summit

Tasty Injections

Donuts, cookies, really anything that requires a filler can be made inventive by offering attendees the option to inject the item themselves with assorted fillings. A vanilla donut could come with chocolate, caramel or even lavender flavors to inject. The presentation also makes for a very Instagram-worthy, science-y display.

Take It Outside

Using nature as decor has taken off since COVID-19. Venues are enhancing their outdoor spaces by introducing Wi-Fi and investing in unique sculptures, outdoor dining areas, even kitchen gardens.

LOCAL CONNECTIONS

Solicit In-destination Sponsorships

More and more conference organizers are turning to in-destination companies to help sponsor events or add some sort of added value for the conference. CVBs or DMOs can often help make those connections.



Local Intelligence

Most CVBs and DMOs have free downloadable guides and interactive maps for meeting planners to provide to their clients and conference attendees.

Tap Into Your CVB or DMO's Social Media

Meeting planners are really starting to lean on these organizations for marketing support. CVBs or DMOs that are very active on social media provide added value in terms of marketing.

Use the Location as Inspiration

Consider an "Innovation Meeting," curating the venues and activities for your meeting around where inventions were created or a historical event occurred. For example, during a Prevue Summit in Atlantic City, Ira Ozer, founder of Innovation Meetings arranged for attendees to take a jitney tour and toured a nearby university; learn the history of Monopoly (which was created there); and dine at the city's oldest restaurant, the Knife and Fork Inn.

LOCAL ACTIVITIES

Incorporate Local Cultural Events

If the timing is right, have your group participate in a free citywide event—an art walk or music festival, for instance—providing entertainment at little or no cost.

Join Your Hotel's Activities

Many hotels have a roster of classes and activities with a local flavor, everything from yoga at sunrise to sand sculpting on the beach.



Left: For Prevue's Summit at the Hotel 50 Bowery in downtown Manhattan, the hotel included Italian pastries from neighboring Little Italy.

Below: Prevue always sources local entertainers for our Visionary Summits.

when they travel. Giving back enhances personal and group mindfulness and empathy, which helps develop a productive team, and this is on the meeting agenda this year, as is the strong desire is for group experiences that inspire productive and positive change and leadership development. This is especially the case in the tech industry.

Get Out and Explore

Build in the chance to get off property and experience local color, or if in an urban location historic and cultural sites, cutting-edge restaurants or micro-distilleries. Break attendees into teams and turn it into a scavenger hunt. Everyone returns to the meeting refreshed and having learned/experienced something unique in the destination in which they have come together for their meeting.

Don't Just Watch, Do!

Have attendees get into the action. Rather than just making a stop at the establishment known for the city's best gelato, arrange a course in gelato-making for the group. Enhance a spa day by having participants blend their own bath soaks and body scrubs. Have a contest and choose the best one. The possibilities are endless.

Move Beyond Gifts to Giving

If your way of surprising and delighting attendees is often centered around goods or items, consider creating a-ha moments that support the realization or fulfillment of one's talents and potentialities. The goal should not be to entertain, but to make a lasting impression via moments of epiphany throughout the journey.



Ask Your CVB about Hyperlocal Tours

CVBs often promote tours that immerse participants in the local culture, which may include everything from microbrewery tours to glass blowing demonstrations or a popular new activity, wild food foraging.

Use Local Entertainment

Using local talent for entertainment can save money while also bringing fun, a wow factor and a relevant cultural connection to the group, advises Sherri K. Lindenberg, senior vice president, Crump Life Insurance Services, suggests reaching out to local theater directors at schools and community arts venues for access to high-quality performers and entertainers, who can often be secured for nominal donations rather than fees.

Include Local Art and Performance Artists

Performance artists can add another dimension to a networking reception or kick off a general session, and the finished piece can be donated to a local charity. Or consider selling local art during a reception, or having the attendees make their own piece of art. At the opening reception at one Prevue Summit, for example, attendees each created a patch of a patchwork "collage" in honor of Women's History Month.

Source Gifts Locally

Gone are the days of impersonal corporate gifts; instead, seek out items made by local artists or where a portion of the sale goes to a worthy cause. At the Prevue summit in Houston, a city known for its leather goods and boots, we worked with a local artisan leather store to create an on-site shopping experience and each attendee received a buttery leather travel pouch.

TEAMBUILDING & CSR

Give Back While Coming Together

Teambuilding initiatives that involve community and charitable activities for social impact are what attendees are looking for



At Seminole Hard Rock Hotel & Casino Hollywood, each experience is supported by Hard Rock International's mission and motto "Love all, serve all." As South Florida's premier destination for fun and entertainment, our team produces some exclusive events – from private groups to the biggest community festivals attended by thousands. We are in tune with what makes an event successful and our team is here to ensure that your next function is a platinum hit!

Here at the Seminole Hard Rock, your business is our business. No matter what kind of meeting you're planning, large or small, short or long, Seminole Hard Rock Hotel & Casino Hollywood has an exceptional band composed of extraordinary catering facilities and an awesome staff to meet your every need

About Seminole Hard Rock Hotel & Casino Hollywood

While music is the heart of Hard Rock, philanthropy is its soul and the company is committed to making a difference through a wide variety of philanthropic causes and activities. Hard Rock's guiding principle, "Love all-Serve all" encompasses the brand's dedication to its core mantras: "Save the Planet", "Take Time to be Kind" and "All is One"

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Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida's Gulf Coast, South Walton is continually recognized as a premier meetings destination.

Discover 16 unique beach neighborhoods, with more than 15,000 guest rooms, 155,000 square feet of meeting space, year-round great weather and off-the-clock activities that make any time an ideal time for meetings and events.

Whether you're looking for team-building opportunities at championship golf courses or a rooftop venue with stunning views of the Gulf, through fishing charters or a sunset cruise on the water, you can tailor the experience perfectly to your needs.

Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than 25 miles from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

When the workday is done, relaxation begins. Guests can sink their toes into the sand, hit the spa or treat themselves to shopping at high-end boutiques or local artisans' shops. South Walton has more than 200 diverse restaurants, and the award-winning Gulf-to-table cuisine ensures that the food will be a highlight of any trip.

The beach is both family-friendly and perfect for couples, named one of National Geographic's Best Trips Around the World for 2019. So, if your guests want to take a little personal time when the event is done, they'll be grateful they're already on vacation.

For meetings that are a pleasure from planning to execution, find your perfect beach in South Walton, Florida.

About South Walton

Imagine modern meeting facilities, premium accommodations, and exceptional service, just steps from award-winning sugar-white sand beaches and turquoise water. You'll find it in South Walton, Florida, enhanced by a lively culinary scene, boutique shopping and championship golf. Discover a premier destination for upscale, yet casual conferences that everyone will love.

Start planning at VisitSouthWalton.com/Meetings.

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Two Classic Resorts. One Step From The Beach

Few meeting destinations capture the imagination before you even arrive. Yet, at Ponte Vedra Beach Resorts, the journey here is part of the destination. As you approach, it's as if you've entered a private realm, surrounded by grand beachfront homes, rolling fairways, gently swaying palms and wide-open skies. You sense that something extraordinary awaits. And it does.

Situated on one of Florida's best beaches just 20 miles southeast of Jacksonville, Ponte Vedra Beach Resorts have hosted some of the nation's most influential meetings and conventions since 1928.

The historic Ponte Vedra Inn & Club has achieved AAA Five Diamond status every year since 2002. The charming, two-story architecture affords easy access during your stay, while rooms and suites feature private entrances, most with ocean views – including the spectacular new Ocean House and Peyton House.

With over 25,000 square feet of flexible function space, The Inn can accommodate groups of up to 350. Stunning golf and oceanfront venues are perfect for coffee breaks, cookouts and our popular Shoot for the Pin team-building challenge.

The AAA Four Diamond Lodge & Club boasts oceanfront luxury on an intimate scale, with 66 rooms and suites offering private entry and ocean views. More than 13,000 square feet of oceanfront meeting space can accommodate 10 to 150 guests.

Beyond flexible meeting space and event-planning services, guests enjoy world-class dining, an extraordinary spa, tennis, pools and legendary golf on two challenging courses.

About Ponte Vedra

When it comes to meetings, Ponte Vedra Beach Resorts stand alone – together. Located one mile apart on North Florida's best beach, Ponte Vedra Beach Resorts boast luxurious accommodations, championship golf and 30,000 sq. ft. of flexible meeting space complete with expert meeting planners, team building activities and gracious southern hospitality.

PonteVedra.com

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Explore a destination where intimate meeting venues meet boundary pushing experiences. Take a leap of faith from 13,500 feet at SkyDive City, or propel from tree to tree at TreeHoppers Aerial Adventure Park. Get wild on a safari tour of Giraffe Ranch, a wildlife park home to a diverse array of exotic animals.

Head out for a day of exploration by boat with a local fishing charter captain to learn about the diverse ecosystem that calls Florida's Sports Coast's coastline home. Sustainable fishing is important to maintaining our nature-rich coastline so what you catch will live to see another day to continue to help grow it's species population. Be sure to keep an eye for one of the nine standing still houses that line our coastline. These 100 year old fishing camps are privately owned but speak to the history of neighboring, coastal communities.

Leave with more than memories. At Craft Life Brewing Company in Hudson, Florida, guests can bond over brews as they work together to create their own, one of a kind craft beer. It's a special memento to mark an inspiring trip.

From coast to country, there are endless ways to build new experiences on Florida's Sports Coast.

About Florida's Sports Coast

Score your next unbeatable conference, corporate retreat or business event on Florida's Sports Coast. Located in Pasco County, we're home to 65 world-class locations that offer first-rate amenities, wonderful team building exercises and delicious catering options.

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From iconic resorts, sprawling outdoor spaces and world-class dining, shopping and entertainment options, The Palm Beaches deliver a one-of-a-kind, unrivaled meetings experience. With lush courtyards, waterfront terraces, downtown rooftops, and modern hotels and venues, it's easy to find a perfect fit for every group.

Plan safe, innovative and inspiring events with The Palm Beaches' award-winning Group Sales & Destination Services Team, who are experts at creating engaging moments and exclusive local experiences to elevate events and delight attendees, both within the meeting and beyond.

Infusing meetings with local touches from The Palm Beaches —through hosting community and business leaders as keynote speakers, local food & beverage experiences, and more— provides an opportunity to build connection through shared experiences and create conversations which inspire new ideas.

Between-the-sessions, discover unmatched arts and cultural, culinary, natural beauty and outdoor spaces, entertainment, and wellness offerings. While business insights take place in the ballroom, meaningful connections and ideas can be sparked in a variety of unique local settings, like an evening team-building event at the world's largest dedicated croquet facility or a group CSR program at a renowned sea turtle rehabilitation and conservation facility.

The Palm Beaches offer vibrant downtown districts that provide access to diverse collections of hotels and attractions, with over 1,000,000 sq. ft. of meeting space and 18,000 guestrooms throughout the destination. Attendees will enjoy the most of their time in The Palm Beaches—in and out of the boardroom—with an immersive meeting and between-the-sessions experience that ignites inspiration.

About The Palm Beaches

With iconic resorts, sprawling outdoor spaces, and walkable, vibrant downtowns, The Palm Beaches have the amenities and offerings to elevate event experiences, create engaging moments and bring successful meetings to a whole new level, Between-the-Sessions. Set your next meeting apart in The Palm Beaches. Learn more at <https://www.thepalmbeaches.com/meetings>.

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Meeting attendees enjoy plentiful opportunities for exploration throughout Naples, Marco Island and the Everglades. From restorative yoga sessions on the beach to guided ghost orchid tours and swamp walks in the Everglades, it's never been easier to combine work and play than on Florida's Paradise Coast.

This is thanks in part to the area's near-perfect weather, range of activities—from luxurious to outdoorsy—and world-class dining scene. When attendees visit, they can see the Paradise Coast effect all around. It's in immersive nature trails like the Gordon River Greenway, where they can walk, bike or run the boardwalk and glimpse birds, fish and other wildlife in the natural wetlands below—then take their seat in the meeting room that afternoon. It's in the more than 90 public and private golf courses that have earned the area the title “golf capital of the world,” so they can play where the pros play. And it's in the innovative cooking classes hosted by some of the area's top chefs, which allow attendees to take their own place in the kitchen. It all makes Florida's Paradise Coast a well-rounded place to work, play and visit!

Naples, Marco Island and the Everglades offers countless ways to add exploration and recreation to your meeting or extended visit. Learn more about the destination's many experiential events, meeting locations and attractions at [meetinparadise.com](https://www.meetinparadise.com).

About Naples, Marco Island, Everglades

A natural and cultural gem, Florida's Paradise Coast is where the Gulf of Mexico's sparkling waters meet white sand, wild islands and downtowns filled with artful treasures, culinary delights and countless other discoveries. Explore Naples, Marco Island and the Everglades, and find your most idyllic Florida meeting destination.

[MeetInParadise.com](https://www.meetinparadise.com)

[LinkedIn: linkedin.com/company/florida's-paradise-coast](https://www.linkedin.com/company/florida's-paradise-coast)



A key benefit of traveling for work is the opportunity to experience a new destination. Whether that's indulging in the local food scene, visiting cultural attractions, or trying a new activity, find ways for your attendees to stay inspired and engaged. Luckily, Hilton Sandestin Beach Golf Resort & Spa offers plenty of one-of-a-kind experiences to mix business with pleasure.

With 62,500 square feet of indoor and outdoor event space on Florida's Gulf Coast, Hilton Sandestin Beach allows guests to go from the boardroom to the beach in just a few steps. Once on property, guests will find six seasonal dining venues ranging from an airy beachside cafe to our AAA Four-Diamond steakhouse. Elsewhere on property, guests enjoy three pools, an on-site spa, and of course—private beach access.

The experience at Hilton Sandestin Beach is about more than just the location—it's about the innovative team building opportunities our location offers. From Beach Olympics to watermelon bowling, and beachside bonfires to sunset receptions, our team can curate a conference experience you won't find anywhere else.

Outside our doors, guests will discover a variety of nearby attractions. Nature lovers will enjoy the opportunity to explore rare Coastal Dune Lakes. Anglers love charting the waters in Destin, known as "the world's luckiest fishing village," and golfers can conveniently access four championship courses.

Let our professional meetings staff help you plan uniquely Florida experiences your attendees will never forget. If you've been dreaming of a beach meeting—join us at Hilton Sandestin Beach Golf Resort & Spa.

meetings.hiltonsandestinbeach.com

About Hilton Sandestin Beach Golf Resort & Spa

Located on the picturesque Gulf of Mexico, Hilton Sandestin Beach Golf Resort & Spa in South Walton is a beloved home-away-from-home for countless guests. Surrounded by emerald waters and sugar-white sand, our full-service resort offers guests multiple restaurants, an award-winning spa, access to championship golf courses, and world-class service.

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Lake Nona Wave Hotel is redefining events in Orlando through creating an immersive environment for groups to re-connect in a post pandemic World. Located at the heart of a 'smart city with soul' Lake Nona, in Orlando, FL, Wave Hotel provides a canvas of options for groups to collaborate in new and interesting environments.

The hotel's 'Living Room' lobby is home to almost 300 pieces of art which is designed to spark conversation and outside, Sculpture Garden includes a collection of modern and classic Sculptures that do the same and is the perfect backdrop to a cocktail reception or after-party.

The hotel's unique relationship with Lake Nona Performance Club enables groups to enjoy rock climbing, meditation and yoga with Dr. Deepak Chopra's Mind-Body Zone and Spa and Limitless Minds takes personal training in a new direction to that of teams mindset. In-house speakers who specialize in topics in health and technology from human longevity to autonomous transportation create a truly unique enrichment experience for groups.

Creative dining venues such as HAVEN which is adorned with greenery, an Instagrammers dream and BACAN specializing in flavors of the Americas come to life for group dining both indoors and outdoors.

Even the meeting space is smart with windows that tint to block out UV glare and aid cognitive performance to digital flipcharts and screens for simple video conferencing, ideal for showing those at home what they are missing out on.

Discover more at www.lakenonawavehotel.com and on social media [@lakenonawavehotel](https://twitter.com/lakenonawavehotel)

About Lake Nona Wave Hotel

Lake Nona Wave Hotel is situated an the heart of Orlando's Lake Nona region and features 234 guest rooms and suites and 12,000sqft of tech-infused meeting space. Guests can enjoy World-class art and design; savor artful plates and Instagram-worthy cocktails at three destination dining concepts; and more.

lakenonawavehotel.com

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Consistently ranked as the No. 1 destination for meetings and conventions by Cvent, Orlando continues to demonstrate its vast experience and meetings industry leadership.

Orlando has led the way in hosting live events, including hosting more than 200 events at the OCCC alone since July 2020.

Orlando continues to evolve at a rapid pace. The destination is home to more than 450 hotels and 127,000 rooms, able to accommodate groups of all sizes and budgets. In addition, our convention district boasts over 75 restaurants and 100 entertainment venues.

The two most popular dining and entertainment complexes, ICON Park and Pointe Orlando, both on I-Drive, boast restaurants and attractions ideal for any group experience, many offering buyouts. Pointe Orlando is the closest dining and entertainment area to the convention center, featuring shops and a plethora of restaurants including Cuba Libre Restaurant & Rum Bar for distinctive Cuban cuisine and late-night salsa dancing. The Hampton Social presents an array of coastal-inspired cuisine, with live music and a nautical vibe. For laughs, there's the Orlando Improv Comedy Theater and Main Event Entertainment, offering state-of-the-art bowling, high ropes adventure courses, billiards, and the first U.S. free roam, multiplayer virtual reality game.

Further down from Pointe Orlando is ICON park, home to The Wheel, a 400-foot-tall observation wheel that offers breathtaking, 360-degree views of some of Orlando's most celebrated attractions. The newest attraction, Museum of Illusions, offers 50 immersive, interactive exhibits that will boggle the mind. And for the ultimate dining experience, Blake Shelton's new Ole Red not only serves up the latest groove in live music but amazing food.

Orlando is able to help bring your vision to life. Reach out to us to see how we can help. Visit OrlandoMeeting.com

About Orlando

As one of the leading meetings destinations in the country, Orlando offers a world of possibilities for one-of-a-kind meetings and events. From an award-winning convention center and low-cost accessibility to a wide variety of hotels and world-class entertainment, Orlando is an exciting gateway city for meetings of all sizes. To learn more, visit www.OrlandoMeeting.com.

OrlandoMeeting.com

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Hosting a meeting at Margaritaville, is where business meets pleasure. The global lifestyle brand inspired by the lyrics and lifestyle of singer, songwriter and best-selling author Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation. Every Margaritaville hotel and resort provides a fun, friendly, and convenient setting for all kinds of corporate events. The tropical resort setting and highly activated venues offers attendees the opportunity to tend to the business at hand and then enjoy a license to chill.

Margaritaville Hollywood Beach Resort is the Flagship Property within the Margaritaville Portfolio. Setting the bar for upscale and experiential travel that rivals what is delivered by all-inclusive and/or Caribbean destinations. The Resort boasts 369 Guest Rooms, 8 Unique Restaurant and Bars, 30,000 Square feet of Indoor and Outdoor meeting space, 3 pools and a double flowrider, nightly live entertainment and endless recreational amenities including an 11,000 square foot Signature Spa and Salon and two Margaritaville branded retail stores.

Positioned in the center of the famed and highly accladed Hollywood Beach Broadwalk, the Resort sits on just 7 acres of land spanning between the Intercoastal Waterway and the Atlantic Ocean. Delivering an upscale, memory rich experience without the hassle of international travel, the resort is reputed to deliver its brand promise of fun and escapism with no passport required!

About Margaritaville Hollywood Beach Resort

Margaritaville Hollywood Beach Resort brings an entirely different resort perspective to South Florida with its unique, "no worries," tropical vibe and the feeling of escape. With an extensive array of amenities and high level of hospitality, the 369-room 18-story destination resort is the perfect setting for guests to escape the everyday and just chill.

margaritavillehollywoodbeachresort.com/

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