



Contact: Christine Hinz
 Phone: 212.315.2812
 Email: christine@chcommunications.biz

Tere Martinez
 Phone: 787-725-2110
 Email: tmartinez@prcb.org

BUREAU’S “SMOOTH MEETINGS SUMMIT” BRINGS TOP MEETING PLANNERS TO PUERTO RICO

Program Designed to Lure Group Bookings, Showcase Destination as a Top Convention Location

SAN JUAN, November 30, 2011 – From December 1-4, twenty-four meeting planners will visit the Island as part of the second edition of the **Puerto Rico Convention Bureau’s Smooth Meetings Summit**. These qualified business executives with the potential to book meeting groups and conventions for the Island, will spend four days participating in a specialized itinerary highlighting Puerto Rico’s sophisticated business setting as well as attractions, amenities and attributes that make the destination appealing for the group tourism market.

The group is comprised of meeting planners from the U.S. Mainland who book several meetings each calendar year and who have qualified lead groups considering Puerto Rico. Many have indicated an interest in Puerto Rico but have either never been to the Island, or haven’t been in several years.

During the program, participants will visit properties around the island suitable for hosting groups, as well as enjoy a tour of Old San Juan, and the Puerto Rico Convention Center Pedro Rosselló. In addition to a “marketplace” where planners will meet one-on-one with hoteliers and other meetings business and service providers, guests of the Bureau will participate in an educational session hosted by Dana Montenegro of Seriously Creative, a Puerto Rico-based company dedicated to helping companies grow through innovation, creative problem solving and design thinking.

With accommodations provided by the InterContinental San Juan Resort Spa & Casino, other host sponsors for the program include Ballet Folklórico Guamanique, Hilton Hotels San Juan Collection,

-more-



Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center





Smooth Meetings Summit.../2

Castillo Sightseeing Tours & Travel Services, Destination Puerto Rico (DMC), Gran Melia Golf Resort Puerto Rico, Gray Line Puerto Rico, GSI, Group Services, Inc.; Hotel El Convento, Innovation DMC, Inc.; La Concha, A Renaissance Resort; Rio Mar Beach Resort & Spa: A Wyndham Grand Resort; RST: A Destination Management Company; San Juan Marriott Resort & Stellaris Casino, LB Furniture Rental, Dragonfly, and Seriously Creative.

###

Editor's Note:

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center

