



Knoxville Convention Center

www.knoxvilleconventioncenter.com

SMG's Monthly E-Magazine for January/February 2003

Bookings

Destination Imagination 2003

May 2003 -11,000 Attendees, 7100 Hotel Rooms

Student American Veterinary Medical Association

March 2004 -2000 Attendees, 3600 Hotel Rooms

Current Events Happenings:

Fantasy of Trees

November 26-December 1, 2002

Event Producer: East Tennessee

Children's Hospital

Featuring: Name the Convention Center Bear Contest

Upcoming Events:

American Bowling Congress

International Tournament

February 7-June 21, 2003

Operations

TRAINING has been main focus since the August 1 Opening of the Knoxville Convention Center.

SMG Customer Service Training and Evacuation Safety for all employees

Over 200 full & part time employees, have completed KCC University; a KCC custom food & beverage wait staff orientation and table service training program.

Operational Training on all facility maintenance, food service and technology equipment was held for respective departments.

Technicians received specialized security and fire protection training from Police and Fire Departments.

Finance department has received ADP (payroll) Horizon training.

CPR, Defibrillator training was held for all staff interacting with public.

SMG Corporate Initiatives

SMG has reached a new agreement with its database-marketing partner, Meetings Database Institute. This agreement furthers a relationship that provides database marketing and lead generation opportunities for all SMG managed convention centers at substantial savings. These lead lists have been utilized at a number of SMG venues, including telemarketing blitzes arranged on sight by national sales coordinator, Gregg Caren.

Community Involvement

Grand Opening Weekend was held in October and the KCC hosted three great public events open to the Community.

An "Official" Ribbon Cutting was hosted by UT Women's Basketball Head Coach, Pat Summitt and Knoxville Mayor Ashe.

Bridge Bash, a country concert with headliner, Doug Stone & 4 other known bands blasted the town with great music.

"Center Fest", an open house of the KCC featured bluegrass musicians, technology guided tours, children's activities.