



FOR IMMEDIATE RELEASE

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**HIGH POINT CONVENTION & VISITORS BUREAU TO HOST EVENT PLANNING
WORKSHOP**

HIGH POINT, NC, Nov. 14, 2019 --The High Point Convention & Visitors Bureau will host Event Planning 101: The Good, The Bad and The Ugly Workshop Tuesday, Dec. 3 from 1 p.m. – 3 p.m. at the High Point Convention & Visitors Bureau. Special Guest Speakers include Fox 8’s Van Denton, Guilford County Health Department’s Kenneth Michaud, Joe Williams and Patrick Harman with the John Coltrane Jazz and Blues Festival and Shari Kumiega with the Food Truck Rodeos.

“September’s Event Planning 101 Workshop drew more than 50 people and sparked interest from the community requesting another one, “says Nancy Bowman, director of sales and marketing for the HPCVB. “This event will focus more on weather and how to proactively plan accordingly, Food Trucks and working with the County to ensure things are done properly, then wrapping up with a few local Event Planners discussing logistics of their events.”

This is the second workshop in a series with future workshops being held quarterly. If you are currently planning events in High Point or are interested in learning how, this workshop is for you. These events are free to attendees. RSVP to Janet Siler, jsiler@highpoint.org or call the High Point Convention & Visitors Bureau at 336.884.5255.

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About the High Point Convention & Visitors Bureau:

The High Point Convention & Visitors Bureau is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The Convention & Visitors Bureau works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home.

Established by state legislation in 1984, the Convention & Visitors Bureau is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund the Convention & Visitors Bureau. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, Suite 102 High Point, N.C. For more information, visit highpoint.org.