simpleguide:

MINT+ | the Meetings Information Network

INFORMATION DATABASE ON ORGANIZATIONS AND THEIR MEETINGS AND EVENTS

A joint venture between Destinations International and Simpleview, the Meetings Information Network (MINT+) database is the DMO industry's exclusive cooperative, a shared repository of information on organizations and their meetings and events. This powerful tool enables destinations to prospect intelligently using both historical data and information on future bookings.

MINT+ is a valuable business development and relationship management resource for your sales professionals. **Using pattern matching, MINT+ recommends meetings by looking at your historical booked meetings and identifying similar ones for your consideration.**

AUTOMATED REPORTING: MINT+ ALL-IN
The MINT+ ALL-IN automated reporting captures more complete and accurate meetings data and eases your reporting burden.

CRM INTEGRATION: Identify a record in MINT+ and pull the record into your CRM without having to enter the information manually. The integration provides the best balance of getting new information and updates while maintaining control of your records.

STANDARDIZED MARKET SEGMENTATION:
The North American Industry Classification System (NAICS) (for-profit organizations) and the National Taxonomy of Exempt Entities (NTEE) (nonprofit organizations) databases have been applied to all organizations in MINT+. Standardized and objective market segmentation is a central component in the system that makes all the meetings data more searchable and thus more useful to users in both their search and query.

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QUERY BUILDER:

The query builder helps you build a comprehensive prospect list customized to your destination based on parameters you choose, such as meeting preferences, organization types, meeting location, a customer event, and need period.
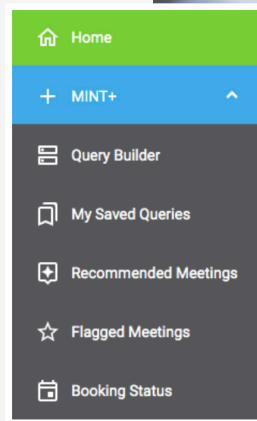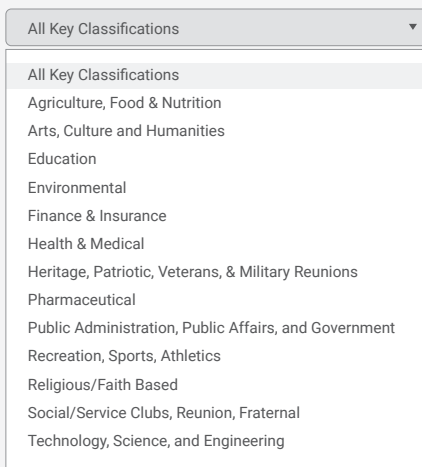
EVENT SCORING PROFILE (ESP):

This feature allows destination sales leaders and their teams the ability to proactively score events, based on specific criteria, using the MINT+ Event Scoring Profile calculator, which is a complimentary value to MINT+ subscribers.

KEY CLASSIFICATIONS:

A simplified way of grouping data based on the new NAICS and NTEE market classification systems. Use these common industry groupings to quickly find organizations for prospecting.

All Key Classifications ▼
All Key Classifications
Agriculture, Food & Nutrition
Arts, Culture and Humanities
Education
Environmental
Finance & Insurance
Health & Medical
Heritage, Patriotic, Veterans, & Military Reunions
Pharmaceutical
Public Administration, Public Affairs, and Government
Recreation, Sports, Athletics
Religious/Faith Based
Social/Service Clubs, Reunion, Fraternal
Technology, Science, and Engineering

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RECOMMENDED MEETINGS:

MINT+ now includes the first iteration of Recommended Meetings. It's similar to how Netflix makes recommendations: because you booked meetings like these in the past, you might want to consider these meetings for future solicitation. The recommendations are unique to each destination marketing organization (DMO). Users can then sort the recommendations by key market classification, region, or size. The more subscribers accept or reject the recommended meeting profiles, the more intuitive (and thus stronger) the recommended meetings functionality becomes.

With more than 150,000 meeting histories, 175,000 planner profiles, and data from 160,000 organizations, **MINT+ enables destinations to prospect intelligently for group business, armed with valuable information about historical meeting details and future bookings**.

WANT TO FIND OUT MORE ABOUT HOW MINT+ CAN WORK FOR YOU?
Email us at info@**mintplus.org**

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