

## Congress Street Video Board Goes Live in December



The first giant exterior video board is scheduled to go live the second week in December, lighting up the Congress Street corner of Cobo Center with a 3,000 square-foot video wall. The high-resolution LED board is the first to be installed as part of the Cobo \$279 million renovation. The marquis video board now being installed on Cobo Center at Jefferson Street and Washington Boulevard is 8,000 square-feet and will go live before June 1, 2015.

"The installation of these video boards is part of the overall digital signage strategy at Cobo," said Thom Connors, regional vice president and general manager of SMG/Cobo Center. "Our total digital package will offer new revenue streams and provide customers a platform to deliver event information to attendees."

The boards can show scheduled content or live streaming video from events in the building or action outside the building near the screens themselves, adding to Cobo's live broadcast capabilities, which were launched in September with the Cobo Center Broadcast Studio. The broadcast studio allows customers to broadcast live from anywhere in the facility through an extensive fiber network with satellite uplink capability.

"Events can now stream live, not only to the video screens in Cobo, but across the globe," Connors added. "This cutting-edge technology differentiates Cobo from other convention centers in the nation."

## Cobo Center Measures Employee Engagement

As part of a continuing effort to increase employee engagement and direct organizational growth, Cobo Center recently completed an employee satisfaction survey for full time salaried staff. Questions covered several topics including employee engagement, training, benefits, and current initiatives.

HR and the Cobo management team are currently reviewing the outcomes and will hold an informational / fact finding session to share the results and dive deeper into some of the responses. This will help benchmark the results and determine the nature of employee initiatives over the next two years. With nearly 90% of the employees responding, a big thanks all those who participated.

"We found the engagement scores the highest of the survey. It is important to give employees a voice," said Thom Connors, "listen to what they say, and move ahead to constantly improve the culture."



# COBO EVENT SCHEDULE BUSTLING WHILE NAIAS MOVES IN

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### Upcoming Events

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Nov 22 - 23	The WILD Dance Intensive
Nov 27	2014 Fifth Third Turkey Trot
Dec 5	Adopt a Child for Christmas Program

**BOOKING**  
Check Date Availability  
Reserve space now for your upcoming event.

**COBO GREEN**  
Sustainability  
Cobo Center is the largest Green Venues Michigan facility.

October had two open days on the Cobo Center event calendar, November three and December is proving to be as busy with the holidays approaching and auto show moving into all exhibit halls.

Among the holiday parties on the calendar are: Quicken Loans, KPMG, Michigan Head & Spine Institute, and St. Johns Fontbonne Ball. Upcoming December events include Adopt a Child for Christmas, Marathon Operator Pre-Employment Testing, Quicken Loans ISMs, Bizerke Sneaker Exchange and the Filipino American Community Council of Michigan Rizal Day.

## What's In Sight Must Be Right

Please say hello to Kristin Shaw, Cobo's new Communications Intern. Kristin will be assisting with media relations and social media during NAIAS, and Cobo's Green certification applications. Welcome aboard, Kristin.

Kudos to event manager Kendra Cook who worked diligently to fill in for Rajiv Chopra during his recent leave. The transition was seamless and the workload heavy with the busy event schedule in November. Nicely done.

A WISMBR reminder to all employees to save energy and keep the exhibit hall doors and dock doors closed when not in use. If you see one open and not in use, please take the time to close it. Many thanks.

Kudos once more to the Cobo Engineering Team that was recognized at the last DRCFA board meeting for all the important and invisible things they do each day. True WISMBR.

Convention bookings for Cobo Center have more than doubled since the renovations began with 14 major bookings this year. Sixteen more have signed contracts for 2015 and bookings are projected to increase 140 percent from 2014 to 2024 as a result of Detroit and Cobo Center hosting the all important American Society of Association Executives (ASAE) in August of 2015. Other Future bookings include:

USA Volleyball — 2015 (Open), 2017 (Men's), 2018 (Women's) Total Attendance: 10,000 each year

Communications Workers of America — 2015 Total Attendance: 1,400

National Medical Association — 2015 Total Attendance: 2,000

Service Employees International Union — 2016 Total Attendance: 2,700

Church of God in Christ — 2016 Total Attendance: 12,000

## 2014 Employee Business Meeting

All SMG employees will meet December 3 in room 250 to discuss:

- Welcome
- Mission, Values and Motto
- Cobo Impact
- Construction Update
- Financial Update
- New Bookings
- Green Certifications
- General Announcements

