

meeting places & spaces to inspire you

By Trisha McBride Ferguson

Tired of the same old annual sales meetings and vendor weekends? Looking for a way to enliven your event and motivate your team? Consider taking your meeting to a new destination and let the environment set the stage for your success.

Memorable Meeting Places

Unforgettable... productive... inspiring. That's how you want your attendees to remember your next event. Yet as one of the country's fastest-growing industries, meeting planning is no small undertaking. Large companies dedicate entire departments to scouting, planning, negotiating and executing corporate events. While smaller companies often delegate the task to already-overburdened sales and marketing departments, often with disappointing results.

Site selection is one of the most challenging — yet vital — aspects of meeting planning. Just sifting through the endless number of available sites can be overwhelming. So here's an inside look at six divine destinations, each with something unique to offer.

Highland Lake Inn, Flat Rock, N.C.

The Highland Lake Inn sits in the Blue Ridge Mountains of Western North Carolina. It's located just outside of Hendersonville, about 25 minutes from Asheville and about three-and-a-half hours driving distance from Greensboro.

Resting in a country setting of 26 wooded acres on a serene 40-acre lake, this quaint historic North Carolina resort is a haven of hospitality and natural beauty. Guests enjoy a complimentary Southern country buffet breakfast. The property also offers teambuilding events and activities.

AMENITIES 800-635-5101

- Accommodations for groups up to 300
- Conference facilities and meeting rooms to groups of 10 to 300
- A variety of resort accommodations including historic lodge rooms, a Bed & Breakfast Inn, cabin rooms, and cottages
- Corporate package pricing per conference guest with one inclusive price and one master bill.
- Complimentary wireless high speed Internet available in some rooms and all meeting spaces.



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