

Greater Madison Convention & Visitors Bureau: Announces three sales team promotions

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MADISON, WISC. – The Greater Madison Convention & Visitors Bureau (GMCVB) has announced three promotions in the Convention Sales department.

Danielle Ziegler has been named Senior Convention Sales Manager, Eric Reichert has been named Senior Alliant Energy Center Account Manager, and Sarah Lemmers has been named Convention Sales Manager. Each is responsible for soliciting and securing a variety of convention and meeting clientele that help contribute to the \$2 billion impact that tourism and conventions bring to Madison.

“For many people, their first interaction with the Greater Madison area comes from a convention or meeting,” said Deb Archer, GMCVB and Madison Area Sports Commission (MASC) President and CEO. “Our convention sales team are our Madison ambassadors and cheerleaders, and we are especially eager to recognize the work of Danielle, Eric, and Sarah with these promotions.”

Ziegler, who has been with the GMCVB since 2013, manages multiple markets in order to bring conventions and meetings of to Madison. Her primary markets are Agriculture/Veterinary Medicine, Life Sciences, and Hobby/Consumer Shows. She works closely with Monona Terrace Community and Convention Center, Alliant Energy Center, and a variety of hotels in the area to secure the appropriate space

and room block for her clients.

Ziegler has been in the meetings industry for almost 20 years and is a Certified Meeting Professional (CMP) and Certified Veterinary Technician (CVT). Prior to joining the GMCVB, she worked as an association meeting planner and as a CVT in the Critical Care/ER Unit at the University of Wisconsin-Madison Veterinary Care. Her knowledge as a past meeting planner and of veterinary medicine allows her to connect with her clients on a different level and speak their language. Ziegler is also involved with two state boards as Director of Special Education Projects for the Meeting Professionals International (MPI)-Wisconsin Chapter and Board of Director Member for the Wisconsin Agricultural Tourism Association.

As Senior Alliant Energy Center (AEC) Account Manager, Reichert is responsible for promoting Madison/Dane County and its facilities as a destination for conventions and events involving overnight accommodations with a specific emphasis on selling the 164 acre AEC campus and all six of its event facilities.

Prior to joining the GMCVB in 2013, Reichert was Senior Sales Manager at Saint Paul RiverCentre in St. Paul, MN. He was also recently elected to serve on the Board of Directors for Convention Sales Professionals International (CSPI).

A two-year veteran of the GMCVB, Lemmers solicits new business and maintains existing small meeting accounts. She executes sales strategies such as prospecting, negotiating, site visits, tradeshow and sales trips in an effort to bring the business to Madison. This is her first job in the hospitality and tourism industry. Prior to joining the GMCVB, Lemmers graduated from the University of Wisconsin-Stevens Point with a degree in Business Administration and Communications, which lead her to sales and management roles at Enterprise Rent-A-Car and Anytime Fitness.

For more information or to request headshots, please contact Rob Gard, Director of PR & Communications, at gard@visitmadison.com.