

WELCOME TO THE MILWAUKEE INSIDER COLLECTION

Truly memorable meetings and events with authentic local flavor – that is the inspiration behind the InterContinental Insider Collection.

Our network of hotels and resorts is global; our knowledge and expertise local, giving planners guaranteed choice, range and depth to add to any meeting or conference. Each hotel offers its own bespoke selection of services which are firmly rooted in their location and are responsibly guided by our partnership with National Geographic's Center for Sustainable Destinations.

The options are limitless, the local knowledge rich, the service professional and faultless, the delegate experience enriching and rewarding every time.

Sample for yourself some of our wonderful Milwaukee experiences.

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INSIDER LOCATIONS

Choose an InterContinental venue for your event and a world of possibilities opens up. As locals, your hotel team hold the key to a side of your locality tourists never see. What and who they know gives you an exclusive mix of authentic venues and experiences to play with.

INSIDER SPEAKERS

Bring your event to life with an inspirational speaker – someone who can really strike a chord with your delegates and enrich their experience beyond measure. Fascinating and engaging, motivating Insider Speakers range from celebrities and cultural experts to sporting heroes. Whatever their passion, they all have a local connection and you will discover that their unique insights and local know-how make your event one to remember.

INSIDER COMMUNITY

There's nothing quite like immersing yourself in the community to gain an added depth and understanding to your experience in a new destination. Insider Community has been designed to benefit local people and create truly memorable and meaningful experiences for your delegates too.

INSIDER INTERACTIONS

This team-building experience will help your delegates connect with each other as never before. Using the unique character, heritage or geography of your destination to inspire interaction, each experience, whether based on or off-site offers an original way to engage delegates and motivate them to build effective working relationships.

INSIDER BREAKS

With Insider Collection even your breaks are fulfilling experiences. From serving up a delicious lunch of provincial dishes for a taste of regional cuisine to spending some quality time with your Concierge team to get their best insider tips, a few minutes out of your busy schedule becomes a whole experience in itself.

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ENRICHING EXPERIENCES FOR OUR GUESTS AND OUR ENVIRONMENT

We believe that a responsible meeting is not only what you experience in the meeting room but also knowing that your hotel respects the destination around it.

We're proud to partner the leaders in geotourism, the National Geographic Center for Sustainable Destinations. Our ambition is that guests enjoy enriching experiences that reveal what makes a place truly special – its heritage, culture and tradition – and the importance of protecting it.

At InterContinental we use a holistic approach to being a responsible business: to work from the grass roots up, recognizing each individual hotel team as the experts best placed to use their local knowledge for developing community and environmental initiatives that meet the specific needs of the destination. This Insider Collection gives delegates access to some of these unique experiences, and for those meetings that stay in the meeting room, you can be assured our hotel is working behind the scenes to protect what is special about the place for fellow travelers.

[Contact us](#) for pricing specific to your group.

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InterContinental Milwaukee
139 East Kilbourn Avenue | Milwaukee, WI 53202 | United States
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MAKE AN IMPACT AT MARCUS MAJESTIC THEATRE – CINEDINE

Savvy business people and planners are beginning to discover the unexpected benefits of hosting business functions at a movie theatre.

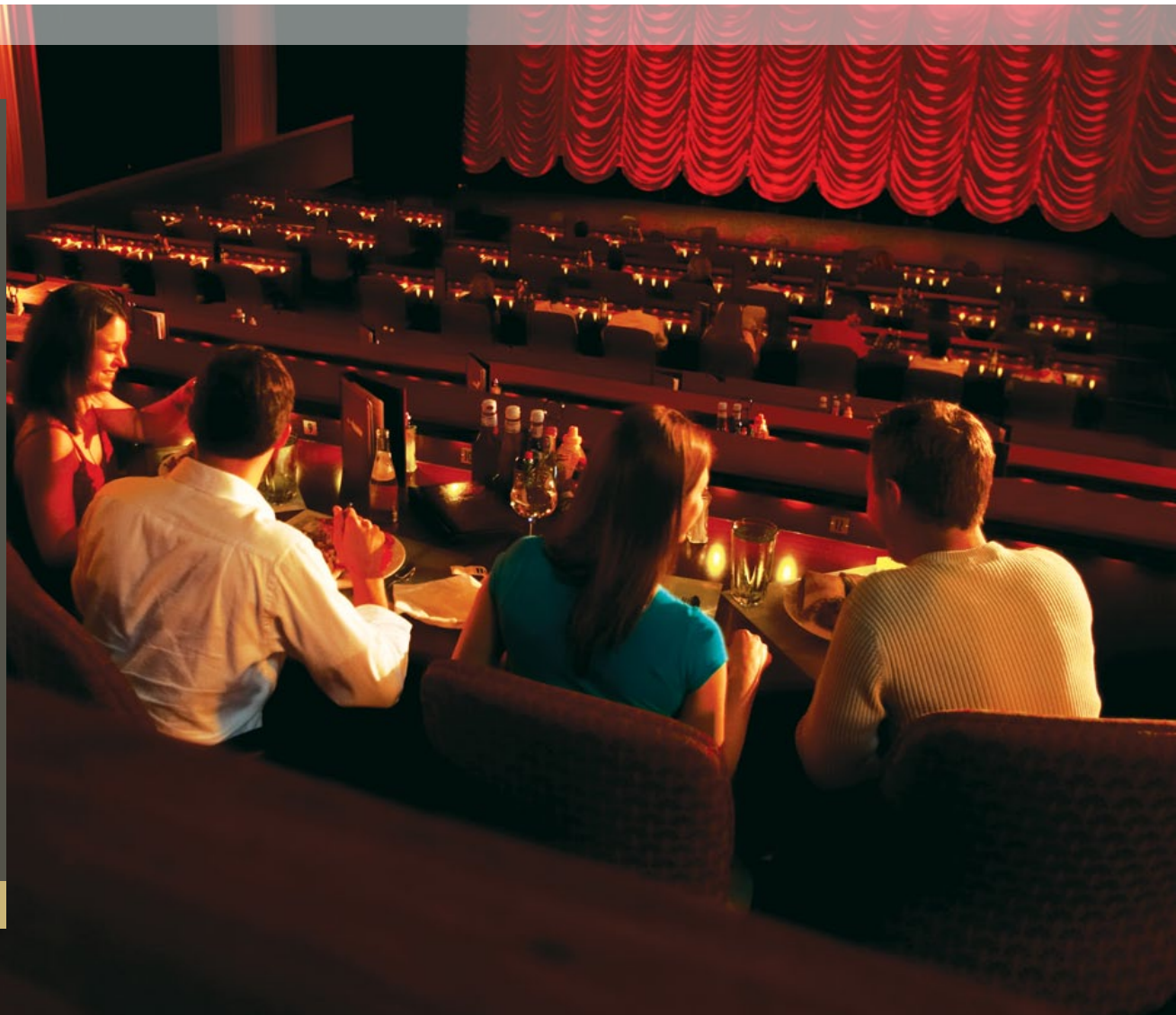
The Majestic houses the CineDine Theatre: a venue specifically designed for meetings with tiered tables, a stage, lighting system, green room, presentation screen and seating for up to 180 delegates.

The complex has a variety of accessible spaces and rooms suitable to host meetings for anywhere from 12 to 500 people, including event rooms for banquets, exhibits or trade shows. A suite of catering services is also available. Breakout session areas, conference rooms and auditorium spaces with stadium seating are options as well.

Couple these spaces with signature big-screens and dramatic audio system and you will give delegates a meeting presentation they will never forget!

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HOST AN EXCLUSIVE EVENT AT THE HARLEY-DAVIDSON MUSEUM

At the Harley-Davidson Museum you have the perfect venue to work hard and play hard too. The museum is a unique and stylish location for a meeting or presentation. Alternatively, you may choose to utilize the flexible space to host an exclusive cocktail party or gala event.

Delegates will be inspired to discover the classic motorcycles and artifacts that tell the story of Harley-Davidson's rich history and heritage. Every gallery and exhibit is a testimony to the legendary bikes, the people who built them and, of course, every individual who ever felt their powerful rumble on a wide open road.

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ART LIVES HERE – MILWAUKEE ART MUSEUM

If you love celebrated art, dramatic architecture and scenic gardens, you will love Wisconsin's premier destination for art and culture. A fabulous venue for a meeting or cocktail reception, Milwaukee Art Museum collects and preserves art, presenting it to the community as a vital source of inspiration and education.

With 20,000 works of art, 300,000+ visitors a year and 120 years of collecting art, Milwaukee's first art gallery has become an icon for the city and a fantastic resource for the entire state.

At your disposal are 341,000 square feet of stunning art and architecture, including the War Memorial Center (1957), the Kahler Building (1975), and the Quadracci Pavilion (2001).

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MILWAUKEE ART MUSEUM

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MAKE SOCIAL MEDIA WORK FOR YOU

Social media is the new business frontier. This is a chance for your delegates to learn from the experts and to pick up unique insider tips from those in the know.

Al Krueger and Sara Meaney are two nationally recognized leaders in social media. The two have led numerous speaking sessions helping companies use social media and new media content to achieve business and brand objectives.

These dynamic speakers can together or individually lead groups of any size through thought-provoking discussions on getting the most out of a strategic approach to leveraging social media. Topics can be catered to various groups to ensure delegates leave with many applicable ideas they can institute when they get back to the office.

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AL KRUEGER AND SARA MEANEY SOCIAL MEDIA EXPERTS

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VOLUNTEER YOUR TIME TO A WORTHY CAUSE

Feeding America Eastern Wisconsin distributes food through a network of 1,100 hunger-relief programs, including pantries, soup kitchens, meal programs and homeless shelters in 36 counties. These programs are truly on the frontlines of hunger relief serving families, children, individuals and senior citizens all wondering where their next meal is coming from.

You will be directly helping families making tough choices between paying their rent or buying food, and senior citizens living on fixed incomes who spend what limited money they have on their prescription medication, leaving nothing left for groceries.

Your delegates can make a difference by donating money, or volunteering their time. Your organization can establish a food drive, sort and/or label food.

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FEEDING AMERICA EASTERN WISCONSIN

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HELP PEOPLE COPE WITH BREAST CANCER

ABCD: After Breast Cancer Diagnosis depends entirely on volunteers to deliver on its mission of one-to-one personalized breast cancer support.

Your delegates can get involved with this worthy charity on a number of levels:

- Mentoring – provide support to people affected by breast cancer
- Outreach and Education – participate in ABCD's breast cancer support information efforts through community events, worship communities, cultural events and more
- Program Support – write newsletter articles, help maintain contact lists, host an ABCD presentation, and more
- Or simply spend a night or upgrade a VIP into one of two Pink Rooms where \$25 from each room night is donated directly to ABCD.



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PLAY BALL IN THE HOUSE – INDOOR BOCCE BALL

InterContinental Milwaukee brings the Italian game of Bocce (the plural of the word *boccia* which means 'ball') indoors. An indoor Bocce Court is constructed in the lobby or in private function spaces within the hotel and delegates are encouraged to participate. For additional fun and healthy competition, engage your delegates in a Bocce War. Two teams compete head-to-head for the Bocce Crown. In addition to camaraderie, fun, and the ability to say you beat the sales team, the winning side wins a \$50 bar tab in CLEAR.

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DISCOVER FINE WINES WITH STEPHAN FITZ

This is a great opportunity to explore the InterContinental Milwaukee's most exclusive bottles of wine for \$5 tasting pours. The wines are hand selected by Food and Beverage Director and wine enthusiast, Stephan Fitz, who effortlessly explains and demystifies the art of wine tasting. His non-elitist approach to each wine is welcoming to his audience and allows for interesting interaction. Designed for smaller groups, wines are paired with small tasting plates, which further enhance the experience.

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FOOD AND BEVERAGE DIRECTOR, STEPHAN FITZ

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WELL RESTED – WELL SPA + JANICE SALON

Home to Turkish baths more than a century ago, WELL Spa + Janice Salon redefines the entire spa experience.

Two-room treatment suites include your own private bathroom and shower. Technicians greet you within your private suite for your facial or massage. Every treatment is customized just for you. You choose everything from skin care and essential oils to a custom room.

Bring WELL Spa + Janice Salon to your morning or afternoon break. In addition to spa-inspired cuisine, your break can include a chair massage and skin analysis for your attendees by WELL Spa's professional technicians. For longer breaks, polish changes can be added.

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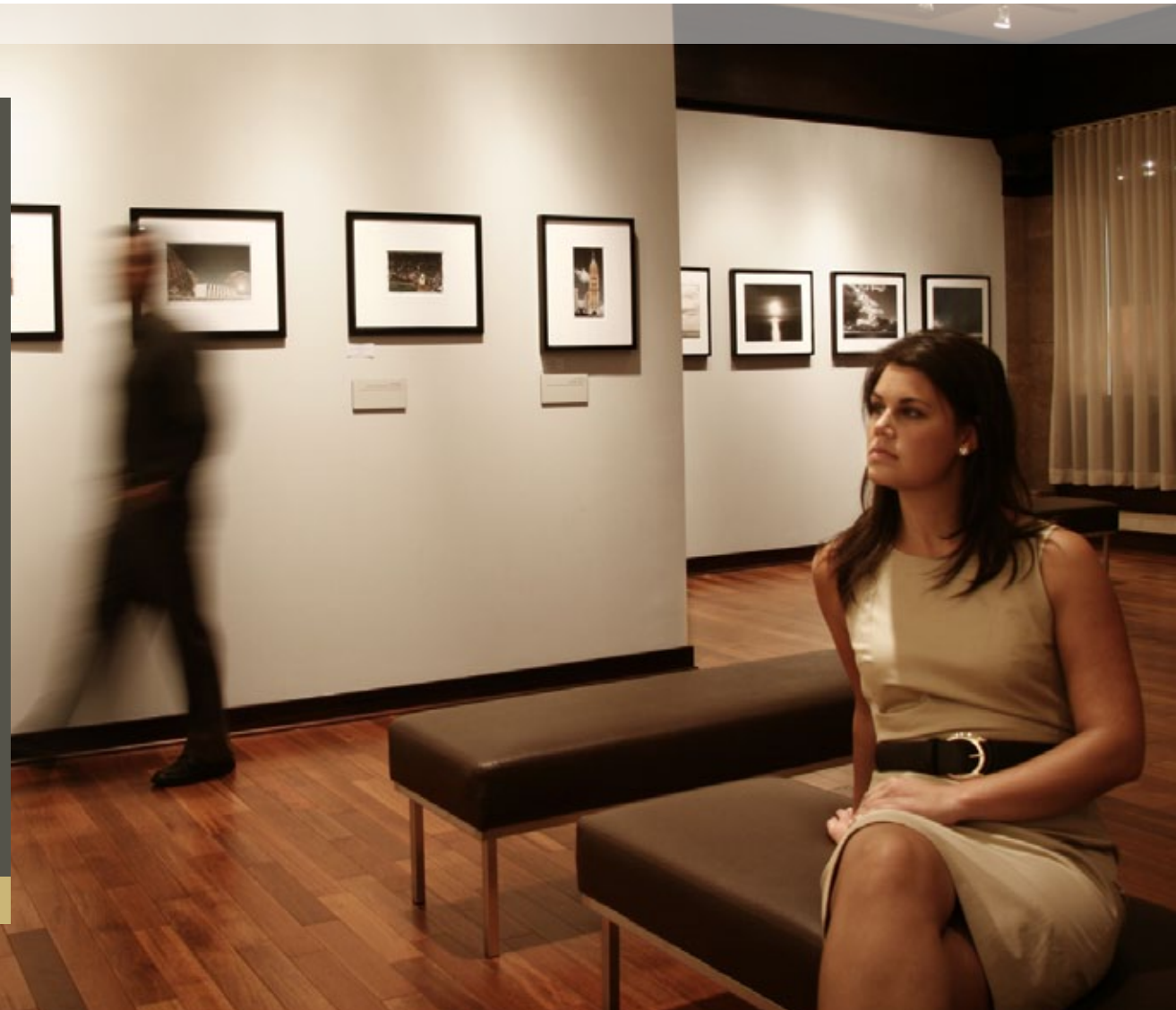
VISUAL ARTS BREAK – GALLERIE M

Why not host a visual arts break in Gallerie M located on the first floor of the InterContinental Milwaukee. This innovative space features local and regional artwork to inspire your delegates and to get their creative juices flowing.

Our culinary team has a wide variety of delicious and healthy break options that will tempt and delight even the most discriminating palate. Menus can be tailored specifically to your needs and whichever options you choose, your delegates are sure to be re-energized after this unique break.

◀ Testimonials ▶

[Contact us](#) for pricing specific to your group.



CLIENT TESTIMONIALS

Feeding America Eastern Wisconsin

"I was thrilled to hear that our company would be participating in volunteer efforts at Feeding America as part of our company's Moving Forward Giving Back campaign. A group of 25 of us spent the morning at the facility assisting in the Oatmeal Project (cutting oatmeal packets) and putting together 300 food bags. What a great experience! I can't wait to go back."

Meghan Deutsch, Marcus Corporation

Wine Craze

"... the real winners were those of us sampling these wines, enjoying good company (and delicious appetizers) and witnessing Stephan's love for wine and hearing his stories of Barcelona, a city he's equally passionate about."

Bobby Tanzillo, onmilwaukee.com

Play Ball in the House – Indoor Bocce Ball

"... it's a chance for people to play a competitive yet casual game together. For the Business Journal team, it was a great opportunity to kick back, relax and share a couple of laughs. I suppose you could call that team-building, but to us, it was exactly the break we needed!"

Mark Kass, Business Journal

THANK YOU

Contact us to learn more about the Milwaukee Insider Collection and how we can help you create a truly memorable experience with authentic local flavour.

Whichever Insider Collection experience is right for you, you can be assured that it reflects the best principles of Responsible Business, a commitment demonstrated by our partnership with the National Geographic Center for Sustainable Destinations.

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