

Meetings and Conventions 2009-2010 SALES PLAN

GOAL:

Generate 10,000 definite room nights as a result of the leads generated by the Meetings and Conventions Departments.

STRATEGIES:

Continue to work with our partners to encourage them to involve Visit Tallahassee on booking business in Leon County. Assist meeting planners with all aspects of their request for proposals.

Assist our hotel partners by participating in site inspections and providing meeting planners with all of the information on the services available to them. Inquire about flexibility with the client's proposed dates when distributing leads thus allowing as many properties as possible to submit a proposal for consideration.

Encourage properties to contact us when they are unable to accommodate a clients meeting requirement so that we can then contact the client and assist in the search to find an available property in the Tallahassee area that will fit the groups needs.

Host four (4) Meetings and Conventions in-house forums in which industry suppliers can attend and discuss ideas and issues. Tourism experts will be invited to attend these meetings to offer educational advice on marketing and sales for the M&C market.

Attend and exhibit at educational conferences and tradeshow, organize sales missions and host client events in all geographical markets.

- Corporate trade shows (Meeting Professional International)
- Association trade shows (FSAE, TSAE)
- SMERF market trade shows (RCMA)
- Government market trade shows (SGMP)

Work to increase our visibility by partnering with tradeshow organizers to secure space in the "Florida" aisle in order to create destination impact.

Focus on the Multi-Cultural market. Register for membership in the National Coalition of Black Meeting Planners (NCBMP) and exhibit at their annual conferences.

GOAL

Maximize on our collaborative marketing agreement with Visit Florida by participating in sales opportunities in the VIP Sales Mission Co-op's.

STRATEGIES:

Participate with Visit Florida on several aggressive VIP sales missions that will consist of several days attending pre-scheduled appointments with meeting planners at their office.

Capitalize on these account executives locale via follow up with clients we have dropped proposals to, by visiting their offices, dropping off information and encouraging the client to come for site inspections.

GOAL

Facilitate an aggressive strategic marketing plan to increase awareness and knowledge of the Tallahassee area as a meeting destination to corporations and associations in the southeast area's to include Florida, Georgia and Alabama.

STRATEGIES:

Collaborate with the Leisure Sales and PR departments to make a destination impact in the northeast market by hosting a client event together in and Atlanta.

Host a Visit Tallahassee event and sales mission that will include our hotel partners, to incorporate and educate new planners on our destination. Attendees will be corporate, association, and third party planners from the area.

GOAL

Develop and implement a solicitation plan; "Keep Your Meetings Home".

STRATEGIES:

Focus on telemarketing to associations, corporations and collegiate groups in our own backyard (area). The focal point of the program is to raise awareness of the meeting facilities we have right here in Tallahassee.

We will promote to our multiple association headquarters located in the Tallahassee area. The idea is to promote keeping our meetings here instead of traveling to another destination.

This focus will include local meeting groups such as:

- FSU
- Florida A&M
- Mag Lab
- FSAE
- TSAE
- The Banking Community
- Federal Employee Groups
- The 50 top Tallahassee business as published by the Chamber.

Hospitality Education 2009/2010 Plan

GOAL

Blend (4) four value of tourism presentations with customer & quality service messageing that focuses on front-line hospitality industry workers and related professionals.

STRATEGIES:

Work in tandem with industry organizations and communities to offer customized training for employees who have direct visitor interaction on a regular and ongoing basis: event organizers, event volunteers, transportation companies, shopping malls, campgrounds, major events, attractions, sporting facilities, municipalities, restaurants, and hotels as appropriate.

Develop a interactive presentation in partnership with local communities and other interested parties, for use in presenting to audiences less likely to be able to attend traditional training workshops such as taxi drivers.

Explore alternative training methodologies to maximize the number and reach of training opportunities throughout the county.

Sales Mission Calender FY 09/10 - Meeting & Convention

<u>Month</u>	<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Target</u>
October	TSAE Education Day	10/21/2009	Tallahassee	Local Assn & Corp. Plan
November	Florida Encounter	11/15/2009	Innisbrook, FL	Meeting Planners
December	NCBMP	12/2-6/2010	Daytona, FL	Black Meeting Planners
	SGMP Monthly Meeting	12/15/2010	Tallahassee	Local Gov't Planners
January	MPI Quarterly Meeting	1/12/2010	Jacksonville, FL	Group Meeting Planners
	TSAE Luncheon	1/19/2010	Tallahassee	Local Assn & Corp. Plan
February	M&C Sales Blitz	2/2-2/4/2010	State of Florida	Group Meeting Planners
	SGMP Monthly Meeting	2/16/2010	Tallahassee	Local Gov't Planners
	TSAE Luncheon	2/17/2010	Tallahassee	Local Assn & Corp. Plan
March	SGMP Monthly Meeting	3/16/2010	Tallahassee	Local Gov't Planners
	TSAE Luncheon	3/17/2010	Tallahassee	Local Assn & Corp. Plan
April	SGMP Monthly Meeting	4/20/2010	Tallahassee	Local Gov't Planners
	TSAE Luncheon	4/21/2010	Tallahassee	Local Assn & Corp. Plan
	VIP Atlanta / Visit Florida	4/27-29, 2010	Atlanta, GA	GA. Meeting Planners
May	SGMP Monthly Meeting	5/4/2010	Tallahassee	Group Meeting Planners
	Meeting Spots Tradeshow	5/5/2010	Tallahassee	Meeting Planners (Assn, Gov't and Corp)
	SGMP National Conference	5/19-22, 2010	Kansas, MO	Gov't Meeting Planners
June	GSAE Annual Meeting	6/2-4/2010	Columbus, GA	GA Assn Planners
	SGMP Monthly Meeting	6/15/2010	Tallahassee	Local Gov't Planners
	TSAE Monthly Meeting	6/16/2010	Tallahassee	Local Assn & Corp. Plan
July	FSAE Annual Meeting	7/21-24/2010	Naples, FL	FL Assn Planners
August	SGMP Monthly Meeting	8/17/2010	Tallahassee	Local Gov't Planners
	TSAE Sponsored Luncheon	8/18/2010	Tallahassee	Local Meeting Planners
	Chuck Cook Trade Show	8/19/2010	Tallahassee	Government Planners
September	SGMP Regional Conference	TBD	TBD	Regional Gov't Planners
	SGMP Monthly Meeting	9/14/2010	Tallahassee	Local Gov't Planners
	TSAE Luncheon	9/15/2010	Tallahassee	Local Assn & Corp. Plan