

# CONVENTION & EVENT SERVICES DEPARTMENT

## 2008 – 2009 Sales Plan

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### GOAL

**Increase the sales lead database by  
3% to 234.**

#### STRATEGIES:

Add sales leads from:

- meeting planners, local planning committees, and local industry

Add referrals from:

- hotel sales and services departments
- offer meeting promotion, planning assistance, and supplier referrals.

New business leads from:

- meeting with airports, chambers, government offices, local corporate meetings departments, churches, and membership organizations.

Research specific market and date-available leads from:

- Meetings Industry Network (MINT) database program

Networking for leads from:

- Certified Meeting Professionals Conclave

Networking for leads and new suppliers from:

- Tampa Bay Meeting Professionals Intl chapter meetings and the southeast conference

## GOAL

# **Increase the number of groups receiving Services assistance by 6.0% to 354.**

### STRATEGIES:

Promote comprehensive planning to meeting planners and local planning committees

Promote comprehensive services to hotel sales and service staff

Meet with planners during site inspections

Maintain online reference for off-site events

Qualify and maintain online reference of suppliers

Promote CVB concierge link

Provide networking opportunities:

- maintain Certified Meeting Professional designation
- (CMP) Annual Conclave
- attend the Assn for Convention Operations Management (ACOM)
- Meeting Professionals Intl (MPI) Tampa Bay chapter meetings
- MPI Southeast Conference

GOAL

**Increase MINT reportable room nights from the Convention & Event Services Department by 10% to 8,085 room nights.**

STRATEGIES:

Report definite bookings to the MINT database

Evaluate and qualify all meetings that are not in the MINT database

GOAL

**Increase sales leads to local suppliers that provide services to booked meetings and events to 40.**

STRATEGIES:

Determine group needs and promote use of local suppliers:

- Offer request for proposal assistance to meeting planners.

Meet with hotel sales and services departments:

- Promote assistance for them and their meeting planner customers

Identify qualified suppliers:

- Transportation, destination management, audio/visual, printers, off-site venues.

## GOAL

# **Qualify and increase online Supplier Directory by thirty-six new suppliers for meeting and event planners' easy access.**

## STRATEGIES:

Provide a full range of qualified meeting and event supplier services:

- Increase supplier directory and customized supplier lists

Target electronic-based suppliers:

- Provide online information and sales to meeting and event planners.

Maintain Florida's Beach online supplier directory:

- [floridasbeachmeetings.com](http://floridasbeachmeetings.com)

<b>Convention Services Sales Items</b>	<b>2007 - 2008 Budget</b>	<b>2008 – 2009 Budget</b>
Net Cost	\$ 200,000.00	\$ 250,000.00
Travel	\$ 6,950.00	\$ 5,440.00
<b>Total Budget</b>	<b>\$ 206,950.00</b>	<b>\$ 255,440.00</b>

## **SERVICES TRAVEL BUDGET 08/09:**

Decrease of 21% from 07/08 travel

## **SERVICES BUDGET PROJECTIONS:**

08/09 \$250,000.00 Services Budget is an increase of 25% over previous years. There has not been an increase in the Services Budget since the 2002/2003 fiscal year – six years ago.

The increase correlates to:

- Increase of standard services assistance required and/or requested
- Increase of meeting sales bid development
- Increase of meeting sales room night quota
- Increase of event development and services – events not receiving events grant dollars
- Increase of sports services

(List attached)

## **SERVICES DEPARTMENT BUDGET – OUTLINE OF POSSIBLE USE:**

(List attached)