



CONVENTION SERVICES

2006 – 2007 SALES PLAN

Prepared by:
Linda Bergeron
Director of Convention Services

GOAL

Increase the lead database for the Meetings & Conventions Department by 2% to 225 annually, averaging 19 new leads per month.

STRATEGIES:

- Add leads to BeachQuest meetings database received directly from meeting planners, local planning committees, and local industry as rebooking opportunities.
- Maintain history-reporting procedures to the industry organization, Destination Marketing Association International (DMAI), Meetings Industry Network (MINT) database program, in order to research specific market and dates-available leads, and receive electronic-direct meeting planner specifications.
- Identify meetings previously held in Pinellas County for rebooking sales.
- Meet with hotel sales and services departments to discuss supplier referrals and additional planning services available through the Convention Services department to encourage meeting referrals for rebooking opportunities.
- Research new and maintain contact with entities such as airports, chambers, government offices, local corporate meetings departments, and churches that hold meetings, or have membership organizations that hold meetings, in order to generate leads.
- Attend Annual Convention Industry Council Conclave for Certified Meeting Professionals for continuing education to maintain Certified Meeting Professional designation and networking opportunity with meeting planners to identify new leads for meeting business.
- Maintain membership and attend Tampa Bay Meeting Professionals Intl chapter meetings and southeast conference for continuing education to maintain Certified Meeting Professional designation and create networking opportunities with meeting planners and suppliers to identify new convention services business for booked meetings and new suppliers to assist with meeting planning.

GOAL

Increase the number of groups receiving Convention Services assistance by 2.0% to 324 annually, averaging twenty-seven meetings and events per month.

STRATEGIES:

- Promote comprehensive planning services by attending local and national organization planning meetings, providing convention services kits of supplier and destination materials, and researching planner needs by email and phone conferencing.
- Promote comprehensive services to hotel sales and service staff to enhance their sales and servicing abilities.



- In conjunction with Meetings & Conventions Department, meet with planners during the destination selection period in order to evaluate assistance that may be needed or requested by planners and promote local suppliers that can offer the assistance needed.
- Research and review off-site facility locations to offer for group events.
- Research and qualify local suppliers for their ability to provide conference-programming assistance.
- Promote CVB web site to attendees to access destination information and activities using pre-meeting promotion and registration materials.
- Attend the Assn for Convention Operations Management (ACOM) Annual Convention, the ACOM Annual University, Meeting Professionals Intl (MPI) Tampa Bay chapter meetings and MPI Southeast Conference, and the Certified Meeting Professional (CMP) Annual Conclave that provide education to maintain Certified Meeting Professional designation and networking opportunities that will enhance and increase convention-servicing methods and future business leads.

GOAL

Establish a baseline for room nights generated from meetings booked directly with hotels by meeting planners and that receive assistance from the CVB Convention Services Department.

STRATEGIES:

- Evaluate all meetings that are currently in the MINT database that are referred to Convention Services from meeting planners who have booked their meetings directly with hotels.
- Evaluate all meetings for appropriate MINT-reportable criteria currently not in the MINT database that are referred to Convention Services from meeting planners who have booked their meetings directly with hotels.
- Report existing meetings and new meetings that meet reporting criteria to MINT.

GOAL

Increase requests for proposals to identify local suppliers for booked meetings by 12% to 16 annually.

STRATEGIES:

- Research group needs and promote use of local suppliers by offering request for proposal assistance to meeting planner.
- Meet with hotel sales and services departments to promote CVB services department assistance for them and their meeting planner customers.
- Identify qualified suppliers that will provide proposals for meeting services i.e. transportation, destination management, audio/visual, printers, off-site venues.

GOAL

Increase Supplier Directory and BeachQuest database by thirty-six new suppliers and two special interest categories and/or customized listings to provide meeting planners with comprehensive services referrals and reference guide.



STRATEGIES:

- Research and evaluate standard suppliers and customized supplier lists and categories to increase selections of offered services.
- Research and evaluate electronic-based suppliers that are able to provide online information and sales to planners.
- Expand electronic servicing by meeting with existing suppliers who do not provide electronic services to inform and encourage electronic communications to meeting planners.
- Maintain services directory in CVB Beachquest database program.