



SPECIAL EVENTS

2006 – 2007 SALES PLAN

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GOAL

Solicit seventy-five competitive events to drive overnight visitation for our area. This represents a twenty-five percent increase over 2005/2006.

STRATEGIES:

- Identify potential special event leads through internet, trade publications, newspapers, referrals, networking opportunities and current/past clients.
- Research and evaluate attractive special event leads that are possible relocation candidates.
- Solicit potential event organizers via telephone, e-mail, mail, networking opportunities and conferences/tradeshows.
- Outline and pursue potential funding sources to assist with securing new special events to the destination through New Product Development Grant Program, municipality sponsorships, cooperative advertising, City and CVB concession agreements, and co-sponsorship opportunities with area businesses.

GOAL

Generate 6500 room nights through competition events for our area. This represents an eighteen percent increase over 2005/2006 goal.

STRATEGIES:

- Solicit potential event organizers via telephone, e-mail, mail, and networking opportunities to sell county area to organizers.
- Outline and pursue potential funding sources to assist with securing new special events to the destination through New Product Development Grant Program, municipality sponsorships, City and CVB concession agreements, co-sponsorship opportunities with area businesses, etc.
- Market the destination's amenities, venues and opportunities through conference calls, marketing presentations, event referrals, comparative past events analysis and area visits with potential prospects.
- Communicate the CVB Department services available to potential leads.
- Develop and identify possible venues, accommodations and municipality services for special events organizers and promoters when responding to event RFPs.
- Organize and assist with event organizers site visit to the St. Petersburg/Clearwater Area for venue and hotel inspections.



GOAL

Increase the number of special events posting to FloridasBeachEvents.com by 25 per fiscal year as a customer service for area visitors.

STRATEGIES:

- Continuously manage and update the Special Events Calendar with tourist-attracting events.
- Designate, manage and enhance the “Feature Events” section to promote top-level area events. (Add event logos, event images and create special event page, i.e. IronMan).
- Strengthen the county event communication between the CVB, area chambers, cities and event promoters through quarterly “Call for Events” which would request new event dates, descriptions, and contact information.
- Communicate FloridasBeachEvents.com through e-mail, P.R. initiatives, presentations and word of mouth.
- Communicate via e-mail, P.R. initiatives, presentations and word of mouth the capabilities and effectiveness of promoting events online.
- Direct contact with local travel-related companies (i.e. hotels, chambers, cities) to link to the CVB’s event website to leverage event information and content.
- Utilize national organization memberships, marketing relationships, and national marketing campaigns to promote and broaden awareness of CVB’s Events calendar.

GOAL

Assist five municipalities with event development and growth, in order to create and increase overnight visitation for Pinellas County.

STRATEGIES:

- Communicate the CVB Department services available to cities, community groups, non-profit organizations and production companies.
- Educate and assist event organizers with county and city complimentary marketing services available to promote county event, i.e. Pinellas 18, utility bill event notice, city chamber event listing and area newspaper calendar of events.
- Outline and pursue potential funding sources to assist with the development and expansion of events through New Product Development grants, municipality sponsorships, cooperative advertising opportunities, City and CVB concession agreements and co-sponsorship opportunities with area business.
- Utilize national organization memberships, marketing relationships, and national marketing campaigns to promote and broaden awareness of county events.
- Educate event organizers on how to gather event attendance, budget and lesson learned information for future grant and sponsorship possibilities with the CVB, municipalities and area businesses.