

CONVENTION SERVICES DEPARTMENT

2007 – 2008 Sales Plan

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Director of Services

GOAL

Increase the sales lead database for the Meetings & Conventions Department by 1% to 227.

STRATEGIES:

Add sales leads received directly from meeting planners, local planning committees, and local industry to meetings, sports, and events database for current or future booking 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 to receive meeting leads.

Encourage meeting referrals by meeting with hotel sales and services departments to discuss meeting promotion, planning services, and supplier referrals available through the Services Department.

Generate new leads by meeting with entities such as airports, chambers, government offices, local corporate meetings departments, churches, or membership organizations that hold meetings.

Attend networking opportunity with meeting planners to identify new leads for meeting business and to maintain Certified Meeting Professional designation by attending the annual industry education conference, Certified Meeting Professionals Conclave.

Create networking opportunities with meeting planners to identify new meeting leads, suppliers that provide services to definite meetings, and to maintain Certified Meeting Professional designation, by maintaining membership and attending Tampa Bay Meeting Professionals Intl chapter meetings and the southeast conference for continuing education.

GOAL

Increase the number of groups receiving Convention Services assistance by 2.0% to 334.

STRATEGIES:

Promote comprehensive planning services by attending association, corporate, and event planning meetings to provide planning assistance and supplier and destination materials.

Discuss and research planner needs and offer planning assistance 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 site inspections in order to evaluate assistance that may be needed or requested by planners and to promote local suppliers that offer the assistance needed.

Maintain current off-site facility locations and specifications to offer for group events.

Qualify local suppliers for their ability to provide conference-programming assistance.

Using pre-meeting promotion and registration materials, promote CVB web site to attendees to access destination information and activities.

To provide networking opportunities for future business leads, maintain Certified Meeting Professional designation, and continue education to enhance and improve servicing methods, 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.

GOAL

Increase reportable room nights from meetings booked directly with hotels that receive assistance from the Convention Services Department by 5%, based on 06/07 fiscal year 7,000 room night baseline.

STRATEGIES:

Report definite bookings to the MINT database for meetings that are referred to Services from meeting planners who have booked their meetings directly with hotels.

Evaluate all meetings for appropriate MINT-reportable criteria that are not in the MINT database and were referred to Services from meeting planners who have booked their meetings directly with hotels.

GOAL

Increase sales leads to local suppliers that provide services to booked meetings by 10% to 18.

STRATEGIES:

Determine group needs and promote use of local suppliers by offering request for proposal assistance to meeting planners.

Meet with hotel sales and services departments to promote 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

Qualify and increase Supplier Directory database by thirty-six new suppliers for meetings and events.

STRATEGIES:

Provide a full range of quality meeting and event supplier services by increasing standard supplier directory and customized supplier lists.

Target electronic-based suppliers that can provide online information and sales to meeting and event planners.

Maintain supplier directory in CVB database in order to allow the directory to be accessed on the Florida's Beach website.

Convention Services Sales Items	2006 - 2007 Budget	2007 – 2008 Budget
Registrations	\$ 1,710.00	\$ 2,100.00
Sales & Services	\$ 200,000.00	\$ 200,000.00
Support Items	\$ 0	\$ 0
Sub Total	\$ 201,710.00	\$ 202,100.00
Travel	\$ 5250.00	\$ 6,950.00
Total	\$ 206,960.00	\$ 209,050.00