

Meetings & Conventions

FY 2020-2021 Sales Plan

Direct Sales

Room Night Goal: Generate 6,280 room nights. This is a 32% reduction over the original anticipated FY 2021 goal prior to COVID-19.

Strategy: Build upon the number one reason people visited Tallahassee in 2019 (26% of visitors) and positively influence the view of Tallahassee to decision makers.

Tactics:

- Leverage national and regional opportunities to increase direct connections with key decision makers.
- Maximize exposure with meeting planners in key markets focusing on partner involvement at tradeshows, events and targeted email marketing. Expand on the recent success hosting sport focused meetings such as Southern Off-road Bicycle Association (SORBA) and Florida High School Athletics Association (FHSAA) Football Officials Clinic.
- Explore opportunities to maximize exposure at events through collaboration with the marketing department targeting meeting planner media outlets for editorial and advertising opportunities.

Strategy: Expand corporate market focus through collaboration with local organizations to attract meetings to the destination.

Tactics:

- Support key community partner organizations to promote bringing their professional associations "home" to meet in Tallahassee and showcase successes in articles and social media post for the local audience.
- Establish relationships with the growing business development in research, applied sciences, advanced manufacturing and the government tech sector for future meetings.
- Continue and expand relationships with third party meeting planners including HelmsBriscoe and Conference Direct who select sites for many meetings each year for multiple companies.

Strategy: Market the diversity of the many group experiences in the destination.

Tactics:

- Expand on relationships with industry partners by creating itineraries and group packaging including after hour and off-site functions that can be used when promoting the destination at tradeshow, events and digital marketing.

- Continue to enhance website content that showcases the destination greatest assets and group activities.
- Increased visibility for the meeting industry in Leon County by sending quarterly digital email messages to key decision-makers while growing the recipient list by ten contacts per quarter.

Strategy: Increase value and recognition of the meetings and conventions component capitalizing on new developments.

Tactics:

- Expand opportunities at existing events to educate community and decision makers on “What’s New and Renovated” in the destination including the new hotels, meeting venues and after the meeting options.
- Explore options with virtual and in person tradeshows to produce promotional materials, videos and digital assets that reflect the excitement and growth in the community appropriate within COVID protocols.

Team Goal: In collaboration with the Sales and Marketing departments implement a new community event awareness program.

Strategy: This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

Partnership Opportunities

- Collaborate with industry partners in a Global Meetings Industry Day (GMID) event showcasing and promoting the economic impact of meetings in Tallahassee.
- Booth share at Smart Planner Show
- Encourage industry partners to take advantage of iDSS industry trainings and provide regular updates about staff changes and venue happenings.

FY 2020/2021 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 14-15, 2020	FSAE Meeting Planner Symposium & Expo	Virtual	Association	\$550	\$0	\$ 550
October 21-24, 2020	US Trail Running Conference	Virtual	Association, Sports	\$300	\$0	\$300
November 8-10, 2020	*Connect Florida/Connect Tour	Orlando, FL	Association & Tour	\$2320	\$1400	\$3,720
November 17, 2020	FSAE Women's Summit	Tallahassee, FL	Association	\$215	\$0	\$215
April 2021	MPI GA Tech Summit	Atlanta, GA	Corporate & Association	\$250	\$1,000	1,050
May 2021	Smart Planner Show	Tallahassee, FL	Government, Corporate & Association	\$1,800	\$0	\$1,800
July 2021	FSAE Annual Meeting	Orlando, FL	Association	\$0	\$1,000	\$1,000
August 2021	MPI SEC	Kissimmee, FL	Corporate & Association	\$1,100	\$1,000	\$2,100
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	\$100	\$0	\$100
Year Round	MPI NF Tallahassee Meetings	Jacksonville & Tallahassee, FL	Corporate & Association	\$70	\$700	\$770
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	\$150		\$150
TOTAL				\$6,855	\$5,100	\$11,955

*Denotes Meetings & Leisure staff attending tradeshow