

Meetings & Conventions

FY 2021-2022 Sales Plan

Direct Sales

Room Night Goal: Generate 6,470 room nights. This is 3% increase over anticipated FY 2021 goal during COVID-19.

Strategy: Build upon the strong foundation of meetings within the destination to overcome the challenges posed during the COVID-19 pandemic.

Tactics:

- Focus on regional and drive market opportunities to increase direct connections with key decision makers promoting area event facilities as safe and ready for meetings.
- Serve as a resource to meeting planners identify solutions to the face to face meeting challenges within the destination.
- Coordinate a Global Meetings Industry Day (GMID) event with industry partners showcasing and promoting the economic impact of meetings in Tallahassee.
- Reengage meeting planners in key markets focusing on partner involvement at tradeshow, events and targeted email marketing.
- Collaborate with hotels and meeting venues to reestablish and rebook groups lost during COVID-19.
- Expand relationships with the partners to explore opportunities to host events in the development at Cascades Park incorporating the Amphitheater Support Space.
- Take a leading role in the production of the new strategic plan prioritizing a meeting specific viewpoint as this continues to be the number one reason for visitors to the destination.

Strategy: Raise awareness of Tallahassee as a meeting destination through support of Visit Tallahassee sporting events and increase focus on relationships with sports rights holders by identifying and soliciting national and regional sports meetings.

Tactics:

- Prospect meetings and conventions groups that have an interest in outdoor and nature promoting venues that provide opportunities for attendees to the explore area trails and the destinations extensive outdoor community assets.
- Play a key role in executing Cross Country and Florida High School Athletic Association Championships events.
- Work directly with sport department to build upon the strong relationships with key

decision makers to attract sports meetings to the community.

- Collaborate with event right holders to plan and execute banquet and meeting space components, transportation logistics and assist in championship level experiences for spectators and VIPs at Visit Tallahassee hosted sporting events.
- Explore the possibility of attracting new, unique meetings at the Apalachee Regional Park multipurpose event space.

Strategy: Continuing to use marketing strategies to expanded brand awareness for meetings within the destination.

Tactics:

- Collaborate with marketing department to develop additional editorial content for the VisitTallahassee.com meeting and group webpages that includes video and highlights experience-based activities and the latest offerings for meeting planners.
- Create marketing strategies that Increase value and recognition of the meetings and conventions component on key message and capitalizing on new developments and the number one reason visitors come to the destination.
- Work closely with marketing team to provide co-op email marketing opportunities to partners.
- Serve as the in-house meeting planner for Visit Tallahassee hosted industry meetings.

Team Goal: Continue collaboration with the Sales and Marketing departments to expand upon community event awareness program.

Strategy: This program allows for better communication to educate industry and community partners on events and group happenings within our community.

Tactics

- Develop plan and criteria for community event awareness program.
- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Incorporate the Tallahassee International Airport as a key location for program.
- Continue to work with the highly engaged Tallahassee Foodies through their various social media platforms in order to promote local restaurants to incoming meeting event participants.
- Utilize social media, industry email blasts and industry insiders to communicate to area businesses when high profile events or peak dates are forthcoming.

Partnership Opportunities

- Participate in Tallahassee hosted Global Meetings Industry Day (GMID) event in April.
- Partner involvement at tradeshows and events.
- Participate in co-op email marketing opportunities to partners.
- Provide videos, photos and editorial content added to the meeting and group webpages.

DRAFT

FY 2021/2022 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 6, 2021	FSAE Meeting Planner Symposium & Expo	Tallahassee, FL	Association	\$700	\$0	\$ 700
October 21-24, 2021	US Trail Running Conference*	Fayetteville, AR	Association, Sports	\$1,000	\$1,000	\$2,000
December 2021	Florida Encounter	TBA	Corporate & Association	\$2,500	\$1,100	\$3,600
July 20-22, 2022	FSAE Annual Meeting	Tampa, FL	Association	\$1,000	\$1,000	\$2,000
August 2022	MPI SEC	TBA	Corporate & Association	\$1,100	\$1,000	\$2,100
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	\$80	\$0	\$80
Year Round	MPI NF Tallahassee Meetings	Jacksonville & Tallahassee, FL	Corporate & Association	\$70	\$1,000	\$170
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	\$150	\$0	\$150
TOTAL				\$6,600	\$5,100	\$11,700

*Denotes Meetings & Sports staff attending tradeshow