



Meeting & Event Planner Marketing & Communication Plan 2021-2022

VISIT
CONCORD
*A Northern California
Original*

www.VisitConcordCA.com



Mission

To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities.

Vision

Concord is a true Northern California original and recognized as a travel destination to explore the unique experiences of our city, the San Francisco Bay Area, and the Northern California region.

Meeting & Event Tourism Outlook

After more than a year of public gatherings being prohibited in California due to the coronavirus pandemic, restrictions are beginning to lift and there are signs of more positive change to come in the months ahead. If all continues to progress at the expected rate, the state will fully reopen on June 15, 2021, with some continued safety measures in place.

Meetings will start to make a comeback this year, but likely more slowly than leisure travel and with smaller groups. Hybrid events with both in-person and virtual attendees will also be a trend for meeting and conferences through the end of the year and possibly beyond. Guest safety will continue to be a priority and planners are likely to steer away from large gatherings in favor of smaller, and possibly more frequent events that allow more distance and "breathing room." Mega events with thousands of attendees will probably not happen again for some time, if at all.

Since Concord's hotels are ideally suited for smaller events in the 10 to 300 attendee range, we consider this shift in priority a big opportunity for us. Meeting planners will also likely put more emphasis on easy access to open spaces and outdoor recreation, another advantage we can offer in abundance. These selling points will be the core of our marketing strategy as we move forward.

Role of Destination Marketing Organizations (DMOs) for Meeting & Event Planning

DMOs promote the overall destination and community by engaging residents, visitors and potential guests. By defining the brand, they become the source of travel inspiration at an early point in the decision-making process.

How Meeting Planners Make Decisions

- Professional, knowledgeable people / good relationships
- Accessibility (ease of flights, on-ground travel time, major airports)
- Ability to meet the needs of the client (meeting space, services, technology, venue quality, etc.)
- Value / price / budget
- Variety of attractions and activities
- Reputation / consistent service / dependable property
- Integration of local culture and flavor that will provide a truly immersive experience for attendees
- The ability to customize and tailor the meeting space

2021-2022 Meeting & Event Planner Marketing Plan

Recovery Marketing Priorities

- Meeting Planner Outreach - Proactively reach out to meeting planners to assist, share information, new Meeting Planner Guide.
- Public Relations – Seek opportunities to generate positive media stories to position Concord as a desirable destination meetings and events.
- Emphasis on safety, smaller events and outdoor recreation

Target Audiences

- Northern California Business Travel
- Sacramento Associations
- California Niche Social, Military, Education, Religious, and Fraternal Organizations (SMERFs)
- Student Youth Travel Association
- Small meetings and events up to 300 attendees
- Unique teambuilding, board meetings, and corporate retreats
- National Companies with Local Hubs
- Groups looking to avoid big city issues and costs

Methodology

- Work with hotels to incentivize, promote and attract new business and media coverage
- Develop community business partnerships to add experiential value and event packages
- Identify and promote marketable features/assets/programs/retreats



MAKE YOUR *meeting* IN CONCORD, CA

- Issue press releases for newsworthy developments
- Send quarterly email to meeting planners and corporate event travel media
- Create opportunities for journalists and influencers
- Increase use of public relations opportunities for earned media placements
- Participation in industry events, sponsorships, and advertising
- Promote unique local experiences, assets and amenities
- Continue to target and engage return clients.

Brand Platforms

- Digital /Print
- Social
- Tradeshow
- Meetings / Conferences
- Cvent
- Knowland Report
- Lead Generation

Tools

- CalSae and MPI social media and lead generation programs
- Collaborative marketing efforts with regional partners such as Mount Diablo Regional Marketing Co-op & East Bay Co-op
- Connect, Multiview and NorthStar Lead generation programs
- Cvent
- Direct website referral
- Meeting Planner Guide
- Meeting Planner Video
- Sports Guide

Professional Organizations

- California Society of Association Executives (CalSAE)
- California Hotel & Lodging Association (CHLA)
- Meeting Planners International Northern California (MPINCC) Chapter
- Meeting Planners International Sacramento/Sierra Nevada (MPI SSN) Chapter
- Professional Convention Management Association (PCMA)
- Society of Government Meeting Professionals (SGMP)

Destination Organizations

- CalFest Association
- CalTravel Association
- DMA West
- East Bay Co-op
- Mount Diablo Regional Marketing Co-op
- San Francisco Travel
- Visit California

Incentives

Visit Concord offers booking incentives to meeting & event planners:

- Booking incentive of up to \$3,000 applied to the master bill.
- Event bookings new to Concord and/or Hotel are eligible, with minimum event size of 100 attendees.
- Complimentary services include RFP distribution, assistance with site tours, offsite dining and team building options and VIP amenities.

RFPs must be submitted through:

- [Visitconcordca.com/meetings](https://visitconcordca.com/meetings)
- 925-685-1182
- info@visitconcordca.com

Marketing Calendar – July 2021 through June 2021

Note: Meetings & events subject to change

Program	Planning	Execution
Summer Campaign 2021	3 Months	June, July, August 2021
Fall Campaign 2021	3 Months	September, October, November
Winter Campaign 2021/2022	3 Months	December 2021 January, February 2022
Spring Campaign 2022	3 Months	March, April, May 2022
Summer Campaign 2022	3 Months	June, July, August 2022
Hospitality Mixer with Hotel Staff	2 Months	Twice yearly beginning Q1 2022

2021-2022 Tradeshow & Conference Schedule

Event	Date	Location	Status
2021 W.I.T.H. Conference	September 23-24, 2021	San Diego, CA	
CalSAE Level Up Education & Luncheon	TBD	TBD	
Smart Meetings	October 2021/ TBD	TBD	
TEAMS Conference	October 2021 / TBD	TBD	
Meeting Planner Luncheon	TBD	TBD	
Idea Exchange Breakfast – SoCal	TBD	TBD	
CalSAE Seasonal Spectacular	December 2021 /TBD	Sacramento, CA	
MPISSN Luncheon, Bootcamp, Tradeshow	TBD	TBD	
CalSAE Elevate Annual Conference	TBD	TBD	
MPI Annual Conference and Expo (ACE)	April 2022 / TBD	TBD	
MPISSN – Tradeshow and Education	April 2022 /TBD	TBD	
Global Meetings Industry Day Bay Area	April 2022 /TBD	TBD	
Sports Tourism Index – HUDDLE UP	May 2022/ TBD	TBD	
Visit California San Francisco Media Reception	May 2022 / TBD		
Connect Meeting	May 2022 / TBD	TBD	

Co-marketing tradeshow opportunities will be re-evaluated beginning Q3-2021.

Advertising

American Society of Association Executives (ASE)

Run Date	Channel	Tactic	Status
2021 - Annual	Print and Digital	ASAE Buyers' Guide	Current

Professional Convention Management Association (PCMA)

Run Date	Channel	Tactic	Status
2021 – Annual	Print and Digital	Newsletter Spotlight Ad	TBD

Epicure Magazine

Date	Channel	Tactic	Status
Through November 2021 (monthly)	Print	Full page ad, special section	Current

MultiView

Date	Channel	Tactic	Status
Through 2021	Digital	Programmatic Campaign	Extended TBD

Cal SAE Advertorial

Run Date	Channel	Tactic	Status
2021	Print	Half Page Ad	Current

Where Magazine

Date	Channel	Tactic	Status
Through August 2021	Print and Digital	Full page ad, special section	Current

Marketing & Communications Initiatives

Ongoing	Print	Collateral	In progress
Ongoing	Digital	Website Content / Blogs	In progress
Ongoing	Social	Posts on LinkedIn, Twitter, etc.	In progress
Ongoing	Digital	Monthly Email Communication	In progress
2021/2022	Digital	COVID-19 critical updates	As needed
2021/2022	Digital	Video	In progress
2021/2022	Digital	Email Template	In progress
2021	Digital/Print	Testimonials	Completed
2021/2022	Digital	Meeting Planner Guide	Completed
2021/2022	Digital	Sports Planning Guide	In progress

Youth Sports Teams and Student Event/Group Travel Sponsorships

Concord welcomes athletic teams, academic or performing arts troops, traveling youth groups and families throughout the year. We offer safety, convenience, and affordability, along with endless dining, recreation and entertainment options. Visit Concord is always happy to advise and assist groups looking to welcome games, tournaments, and events to our city.

Through our sponsorship program, Visit Concord supports events that will best result in increased economic opportunity for the city. Key factors in the selection process include the size and duration of the event, anticipated number of hotel rooms and overnight stays, timing, media coverage, marketing support and potential for long-term growth and sustainability.

Applicants for events new to Concord are required to provide an estimate for total anticipated number of room nights based on past or similar events. For recurring events, applicants must provide supporting documentation that includes potential for growth.

Watch for our complete Concord Sports Guide coming in 2021.

Application and details:

- [Visitconcordca.com/sports](https://visitconcordca.com/sports)
- 925-685-1182
- info@visitconcordca.com

Additional Opportunities

Concord hospitality and community training sessions for planners, hoteliers and city ambassadors

CTA Program (Certified Tourism Ambassador):

- Social Media Readiness
- Inclusiveness Training
- Disability Training
- COVID19 Checklist/Guidance
- Customer Service
- Safety – homelessness
- Human Trafficking
- Disaster Preparedness
- Crisis Planning
- F & B Guidelines
- Volunteer Ambassador Program

*Program to be launched at appropriate time.



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