

**Meeting & Event Planner
Marketing & Communication Plan
2020-2022**



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.

Key Objectives & Strategies

It goes without saying that the coronavirus pandemic has greatly impacted all aspects of the travel and hospitality industries. While it is yet to be determined how long the current restrictions will remain in place, we can look ahead with some certainty, knowing that travel and group events will rebound when conditions become safe again.

Meeting planners and their guests, along with everyone else, will have a heightened sense of health and safety moving forward, even after the risk subsides. Promoting cleanliness measures will be key in the days and months ahead. Mega events with thousands of attendees will probably not happen again for some time, if at all. 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."

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 start to 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.

While industry leaders anticipate fewer meetings and reduced business travel for the foreseeable future, they also expect drive market tourism will be the first to emerge when restrictions are lifted and people start to feel safe to venture out again. Considering this likely shift, it will make sense for neighboring DMOs to partner in promoting leisure and FIT travel on a regional level. Visit Concord has been in discussion with other Mt. Diablo Region DMOs including Walnut Creek, Pleasant Hill and Tri-Valley, as well Oakland and San Francisco, regarding the potential for collaboration as we move forward.

Besides these considerations, our primary objective remains the same: Visit Concord will continue to develop marketing programs aimed at meeting and event planners -- as the market becomes more stable and receptive. In order to connect with meeting planners, businesses and associations, we plan to resume participation in industry events and trade shows when safe and appropriate. Until then, we will continue our outreach initiatives.

Throughout the process, our sales team remains in frequent contact with meeting planners and industry reps to engage, support and share information. By prioritizing and maintaining these key relationships, we remain encouraged, optimistic and ready to take on the challenges ahead.



Role of Destination Marketing and Management Organizations (DMMO)

Visit Concord is embracing the shift taking place in the destination marketing industry. DMMOs are engaging in awareness-focused efforts promoting the overall destination and the community it supports, more deeply engaging residents, existing visitors and reaching potential guests. Serving as the organization that defines the brand, they become the source of travel inspiration at an early point in the decision-making process.

Purpose of Plan

The purpose of this plan is to serve as a working document for the monthly sales meetings with Visit Concord staff and sales directors from the Concord lodging partners.

Target Audience

- Northern California Corporate
- 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

How Meeting Planners Make Decisions

- Professional people / good relationships
- Accessibility (ease of flights, on-ground travel time, major airport)
- Ability to meet the needs of the client (meeting space, technology, service & quality infrastructure)
- Value / price / within client's budget
- Interesting attractions and activities
- Reputation / consistent service / dependable property
- Integration of the local environment and culture that will provide a truly immersive experience
- Ability to customize and tailor the meeting space

Channels

- | | | |
|------------------|--------------------------|-------------------|
| • Digital /Print | • Meetings / Conferences | • Knowland Report |
| • Social | • Cvent | • Lead Generation |
| • Tradeshows | | |

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)
- Small Association Leadership Alliance

Destination Organizations

- CalFest Association
- CalTravel Association
- DMA West
- Mount Diablo Alliance
- San Francisco Travel
- Visit California

Tools

- Cvent
- Direct website referral
- Connect, Multiview and NorthStar Lead generation programs
- CalSae and MPI social media and lead generation programs
- Collaboration efforts with regional partners such as Mt. Diablo Alliance and other regional DMMOs to provide shared print or digital collateral at tradeshow and industry events

Marketing Calendar – July 2020 through December 2021

Note: The following calendar schedules may potentially be impacted through February 2021. We will proceed as health advisory conditions permit.

Program	Planning	Execution	Status
Summer Campaign 2020	3 Months	June, July, August 2020	TBD
Fall Campaign 2020	3 Months	September, October, November	TBD
Winter Campaign 2020/2021	3 Months	December 2020 January, February 2021	TBD
Spring Campaign 2021	3 Months	March, April, May 2021	TBD
Summer Campaign 2021	3 Months	June, July, August 2021	TBD
Fall Campaign 2021	3 Months	September, October, November	TBD
Winter Campaign 2021	3 Months	December 2021 January, February 2022	TBD
Hospitality Mixer with Hotel Staff	2 Months	Quarterly 2021 beginning Q1, 2021	TBD



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IN CONCORD, CA

Tradeshow Schedule – December 2020-June 2021

Tradeshow (all subject to cancellation)	Date	Location	Status
Smart Meetings	October 2020	Walnut Creek, CA	Staff
TEAMS Conference	October 2020	Dallas, TX	Staff
CalSAE Seasonal Spectacular	TBD, December 2020	Sacramento, CA	Staff
MPISSN Luncheon & Bootcamp/Tradeshow Exhibit	TBD, 2021	Sacramento, CA	Staff
MPI Annual Conference and Expo (ACE)	TBD, 2021	San Francisco, CA	Staff
MPISSN – Tradeshow and Education: Global Meetings Industry Day	April 2021	TBD, CA	Staff
Connect Meeting	2021	TBD, CA	Staff
CalSAE Elevate Annual Conference	2021	TBD, CA	Staff
CalSAE LevelUp Education & Luncheon	2021	TBD, CA	Staff
Meeting Planner Luncheon	2021	TBD, CA	Staff
PCMA Annual Gala & Silent Auction	2021	TBD, CA	Staff
Idea Exchange Breakfast – SoCal	2021	TBD, CA	Staff

Co-marketing tradeshow opportunities will be re-evaluated beginning Q12021.

Advertising

American Society of Association Executives (ASE)

Run Date	Channel	Tactic	Status
2020 - Annual	Print and Digital	ASAE Buyers' Guide	Current

Meeting Planners International (MPI) Northern California Chapter

Date	Channel	Tactic	Status
2020 - Annual	Print	Membership Directory – Full Page Ad	Current

Professional Convention Management Association (PCMA)

Date	Channel	Tactic	Status
2020	Digital	Newsletter Spotlight Ad	TBD

Cvent

Date	Channel	Tactic	Status
June 2020	Digital	Ad	May be extended (to run at later date)

WHERE Magazine

Date	Channel	Tactic	Status
August 2020 - 2021	Print	Half page ad (annual)	Current

Epicure Magazine

Date	Channel	Tactic	Status
November 2020 – 2021 (monthly)	Print	Full page ad, special section	Current

MultiView

Date	Channel	Tactic	Status
September 2019 – June 2020	Digital	Programmatic Campaign	Extended TBD
September 2019 – June 2020	Digital	Meeting Planners International	PCMA, MPI, CalSAE, Meetings Today, Newsbrief

Additional digital opportunities will be re-evaluated beginning Q12021.



Marketing & Communications Tactics

Ongoing	Print	Collateral	As needed
Ongoing	Digital	Website Content / Blogs	As needed
Ongoing	Social	Posts on LinkedIn, Twitter, etc.	As needed
Ongoing	Digital	Monthly Email Communication	As needed
2020-2021	Digital	COVID-19 critical updates	In progress, TBD
2020-2021	Digital	Welcome Email	In progress
2020-2021	Digital	Video	In progress
2020-2021	Digital	Email Template	In progress
2020-2021	Digital/Print	Testimonials	In progress

Hotel Venues, Meetings & Events Media Outreach

- Work with hotels to develop strong meeting packages, promotions and corporate retreat experiences to encourage media coverage.
- Develop community business partnerships to add experiential value to the meeting and event packages.
- Assist hotels in identifying items of interest including newly implemented innovative programs, renovations, meetings and events incentives.
- Communicate through email to the Concord Hotel News to press and meeting planners. This can be done on a quarterly, seasonal basis in winter, spring, summer and fall.
- Target Business, Meetings and Corporate Travel media to promote Concord hotel programs and venues for meetings, seminars and corporate retreats.
- Draft press release showcasing corporate offerings and positioning the hotels as leading destinations for meetings, events and retreats. This will be based on timing of events and appropriate, valuable content.
 - ❖ Make outreach to California based publications.
 - ❖ Pitch meeting experiences and retreats.

- ❖ Host visiting journalists whenever possible.
- ❖ Create opportunities for bloggers and influencers whenever possible.
- ❖ City/Visit Concord Events
- ❖ Seasonal Press Release

Incentives

Specializing in groups of 10 - 300 attendees, Visit Concord currently offers a booking incentive of up to \$3,000 applied to the master bill.

Incentives available to:

- New Client, Business or Event to Concord or Hotel
- Minimum event size: 100+ attendees

RFPs may be submitted through:

- Visitconcordca.com/meetings
- 925-685-1182
- info@visitconcordca.com

Complimentary services include RFP distribution, assistance with site tours, offsite dining and team building options and VIP amenities.

Youth Sports Teams and Student Event/Group Travel Sponsorships

Concord always welcomes athletic teams, academic or performing arts troops, traveling youth groups and families throughout the year with a variety of hotels, restaurants and entertainment venues that offer comfort, convenience and fun. Visit Concord is always happy to advise and assist groups looking to bring their 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.

Application and details:

- Visitconcordca.com/sports
- 925-685-1182
- info@visitconcordca.com

Additional opportunities for Planners, Hoteliers and Ambassadors of Concord

Hospitality and Community Training Sessions – will proceed when appropriate

- ❖ 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
- ❖ CTA Program (Certified Tourism Ambassador)



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Plan Updated June 2020
Contact Shelbi Walker for information
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