

# Fiscal Year 2019 Marketing Plan

MISSION STATEMENT: To encourage and enhance the partnership among the Illinois Convention and Visitors Bureaus (ICCVB) and the Illinois Office of Tourism (IOT) for marketing the State of Illinois as a premier meetings destination in order to generate additional revenue and drive economic impact throughout the state

**OVERVIEW:** Meet in Illinois, a niche committee of the Illinois Council of Convention & Visitors Bureaus, was created with the purpose of marketing and selling the State of Illinois to the meetings and conventions markets.

**TARGET MARKETS:** Association – SMERF – Fraternal – Religious - Corporate

**POSITIONING:** Meet in Illinois, with Convention and Visitors Bureau participation from around the Illinois, will increase Illinois's sales efforts and presence at key meetings & conventions tradeshows. The committee's goal is to education national, regional, and state meeting professionals, representing all market segments that Illinois is an excellent meetings destination, offering wonderful service at a multitude of unique and traditional meeting facilities. A unique and comprehensive Meeting Planners Guide provides specific information regarding meeting destinations (in hard copy and online format).

#### **COMMITTEE GOALS:**

- 1. Increase awareness of Illinois as a destination for meetings and conventions
- 2. Attract meetings business to destinations throughout the State of Illinois
- 3. Enhance existing and encourage new, successful partnerships among the Illinois CVBs, IOT, and additional industry associations.

#### **OBJECTIVES:**

- 1. Market and Sell the State of Illinois as a premier meeting destination
- 2. Create a Meet in Illinois a "brand awareness"
- 3. Generate meeting planner prospects for participating CVB's
- 4. initiatives and IOT / Meet in Illinois sponsored booths or events at tradeshows
- 5. Provide professional development opportunities for Meet in Illinois Partners
- 6. Educate IOT on the significance of meetings on the Illinois economy, and specifically hotel/motel tax generation.
- 7. Improve tracking to validate the significance.

## STRATEGIES TO ACHIEVE GOALS FOR FY2019:

#### TRADESHOWS:

The following tradeshows have been identified as a palette of opportunities to establish a Meet in Illinois presence. Final determination of tradeshow schedule based on commitment of Meet in Illinois participants

## SMALL MARKET MEETINGS: September 23 – 25, 2018 Ontario, CA

- Appointment Show Aimed at Meeting Professionals Utilizing Third Tier Cities
- Option: Meet in Illinois Event Sponsorship
- Provide post-show recap to provide ROI

#### RCMA EMERGE: January 29-31, 2019 Greensboro, NC

- Premier event for faith-based meeting planners and suppliers
- Option A: Meet in Illinois Event Sponsorship
- Option B: Establish a Meet In Illinois Aisle
- Provide post-show recap to provide ROI

#### ASSOCIATION FORUM HOLIDAY SHOWCASE December 13, 2019 Chicago, IL

- Well attended Association focused show with traditional exhibit hall format
- Option A: Establish a Meet in Illinois Aisle
- Option B: Meet in Illinois Break Sponsorship
- Provide post-show recap to provide ROI

CONNECT CHICAGO March, 2019 Chicago, IL

- 2<sup>ND</sup> year of a new appointment show focused on Illinois based planners
- 2108 event included 50 qualified planners
- Option: Meet in Illinois Awareness Sponsorship / Event
- Provide post-show recap to provide ROI

### **AWARENESS PUBLICATION: \$60,000 Ad Commitment**

The following publication opportunity is presented to establish a premier **Meet in Illinois Publication** that would complement the **Tour** and **Sports** publications.

- 25,000 copies prints
- Approximately 20,000 copies poly-bagged and mailed to meeting planner professionals who subscribe to Illinois Meetings & Events, Michigan Meetings & Events and Minnesota Meetings and Events.
- Each advertiser will receive additional copies for individual distribution
- Additional overruns available for additional cost
- Net Ad Rates:
  - Full Page (display or listing) \$3000Half Page (display or listing) \$2000
  - o 1/3 Page (display or listing) \$1000
  - Premium Positions: Back Cover \$4500, Inside Covers, Page 1, Opposite TOC \$4000
  - Packages: Full Page Display Ad + Full Page Listing \$5500, Half Page Display
    + Half Page Listing \$3500
- ILM+E creates entire editorial program based on the direction from Meet in Illinois.

#### **CVENT RESEARCH PROJECT**

- Co-operatively utilize performance reports provided to Meet in Illinois members to benchmark and understand trends affecting the group business being sourced and purchased through this ever present channel.
- Utilize collaborative efforts to work with CVENT to improve the destination lists quality and to research group or co-op buying rates for position on the client front channel.
- Utilize collaboration to arrive at a co-operative plan to address an expected challenging 2019 group booking year.

#### **VOLUNTEER SALES ACTIVITY COORDINATION**

- Meet in Illinois will organize a self-reporting system to highlight the value of Illinois Meetings & Events to assist the Illinois Office of Tourism "tell the story" of the power of "Meetings Means Business"
- Coordinate a state wide awareness of Meetings Industry Day

## GRANT FUNDING REQUEST: \$50,000

- \$20,000 for trade show events
- \$30,000 for trade publication
- Meet in Illinois participants are required to minimally match the grant with Pay-to-Play contributions for the projects to proceed