



Convention & Group Sales

The overall group sales goal is to produce group room nights for Broward County hotels through targeted direct sales efforts to prospective clients.

OBJECTIVES

- Increase individual customer awareness: site visits, group destination previews, sales blitzes.
- Develop new business opportunities for hotel partners.
- Acquire new customers and markets with focus on recession-resistant industries.
- Acquire new customers specifically for Broward County Convention Center, with emphasis on June – October.
- Maintain and grow existing business with focus on keeping business booked and growing new business and production.

STRATEGIES

Site Visits/Group Destination Previews/Sales Blitz

- Deploy sales team to execute a goaled number of site visits annually.
- Conduct six (6) mini-destination previews encouraging client attendance in conjunction with special area events or activities and partner opportunities.
 - Geographic destination specific
 - Hotel segment / brand specific FAM event (i.e., Marriott, Starwood, LXR)
- Organize local hospitality industry destination reviews twice annually to encourage hotel sales managers to view new venues and attractions to increase business opportunities for Broward.

- Sales Blitz activities: Execute specific sales missions in key markets. Sales blitz format includes multiple teams comprised of CVB, Center and hotels participating in a series of scheduled customer appointments coupled with networking receptions or events. Key cities targeted for blitz activity: Mid Atlantic, Greater Boston, New York metro, Atlanta, Toronto, Minneapolis, St. Louis, Chicago, Carolinas, Dallas/Fort Worth.

Increase New Business Opportunities

- Targeted direct sales effort and participation in primary market tradeshow and representation for destination in secondary market tradeshow.
- Feature opportunities for hotels and business partners with sales blitz and destination previews.
- Conduct bi-annual market strategy discussions with clusters of Greater Fort Lauderdale partners to educate sales teams how to best sell the destination and resources.
- Re-launch Hometown Hero program: key internal marketing program designed to get Broward County leaders and residents to encourage groups and organizations with which they are affiliated to Buy Broward and bring business to Broward.
- Property Referral Program: encourage active full-circle participation between properties and CVB to assist closure of all potential business.
- Research Services to assist with prospect qualification, blitz appointment setting, and target acquisition.

Acquisition Strategy: Recession-resistant vertical segments or specialty markets

Grow specific vertical segments using direct sales, research services and vendor quotas.

- **Medical/ Pharmaceutical/ Bio/ Manufacturing**
- **Government, Utilities**
- **Technology, Engineering, Energy, Chemicals, Environmental Sciences**
- **GLBT:** Use alliance with IGLTA and GLCVB for market-specific, seasonal group offer.
- **Faith-based group market:**
 - Participate in key faith-based event professionals tradeshows: Religious Conference Management Association, Rejuvenate Marketplace
 - Market in key faith-based publications exposing Greater Fort Lauderdale as an affordable, accessible, faith-based friendly conference destination
 - Conduct religious market destination preview trip targeting 10-12 key faith-based meeting professionals to highlight the development of Greater Fort Lauderdale.
 - Use key area relationships for testimonials and introductions to national faith-based organizations
 - Dedicate sales manager to specialize in features attractive to faith-based market
- **Family reunion:**
 - Family reunion “service” package: providing a dedicated CVB sales associate.
 - Marketing on www.sunny.org/reunions, other online reunion planning resources, and local hotels.
 - Create and distribute reunion piece about CVB services and free tools.
 - Public Relations exposure about past reunions incorporating testimonials
- **Ethnic Group Market:**
 - Dedicate sales manager to specialize in features attractive to ethnic group market.
 - Deploy specific strategies against key ethnic groups with business opportunities for GFL: African-American, Hispanic, Native American, Indian, Asian



Acquisition Strategy:

Broward County Convention Center Business

- Develop key prospect target list of domestic U.S. tradeshow/event organizers that meet a defined ideal profile for BCCC Citywide business. Tools to develop these target prospects: MINT, Research vendors, SMG.
- Work with like cities and SMG (BCCC Management) to create rotational opportunities.
- Market referral opportunity for new business to existing customers for new business (i.e. Board dinner when booked).

Capability Items:

- Create electronic proposal tool utilizing CRM system integrated to hotel partners and www.sunny.org/meetings site.
- Integrated website and multi-segment e-marketing campaign.
- Local marketing for Hometown Hero.
- Family Reunion print and electronic.
- Post-Group/Convention electronic survey tool.

Maintenance Strategy:

Existing Business Strategies:

- Keep the business that we have booked by maintaining strong relationships with current and past clients.
- Ensure clients are taking full advantage of CVB convention service resources (attendance builders, housing, business partners, effective promotions) to assist in their success.
- Provide written correspondence to all business booked reminding them of services available and providing key resource contacts.





Strategic Client Services

The Strategic Client Services team is responsible for continuously enhancing our visitor experience through customer relationship management and value innovation to ultimately influence repeat and referral business.

OBJECTIVES

Destination Experience Management

Oversee the SUNsational Service program bridging Broward County Government and the hospitality industry in a public/private partnership.

SUNsational Service is an integrated strategic sales approach through service. Comprehensive program components include:

- Research (mystery shopper, e-survey destination evaluations, targeted studies)
- Education (“touchpoints,” feedback consultations, manager’s tool kit)
- Training (free hospitality classes, professional porter, taxi improvement)
- Communication (media, newsletters, website)
- Recognition (e-thank you, Prize Patrol, annual Courtesy Awards)

Strategic Client Services

Foster a “spirit of cooperation” among destination partners to integrate individual marketing efforts into the convention group business environment; showcase products, programs and services as a “one-stop shop customized service center.”

- Manage Service with a Smile referral program issuing over 400 leads to registered service providers as partner rewards—integrated online focus.
- Provide meeting and convention support services to more than 300 arriving groups (with enhanced online focus); conduct planning/sales sites and pre/post convention meeting briefings.
- Custom design city-wide transportation networks and add value via a Water Taxi incentive; provide additional cost savings via airport transfer partnerships.
- Custom design unique venue experiences to maximize the special event industry’s impact on our client’s marketing goals (i.e. Iron Chef at Fort Lauderdale History Center, Hollywood Dine-Around, etc.); partner with local organizations to promote higher education, ethics, and professionalism: HSMIAI, ISES, MPI, NACE, and CLIA.
- Communicate city-wide convention group components (ESG) to ensure convention service /front-line hotel staff, airport volunteers, attractions, restaurants, taxi and car rental companies are prepared to provide SUNsational Service at each point of contact.

- Provide restaurant group dining and retail values to convention delegates via TravelHost PocketSAVER (value-add sales tool for year-round and summer promotions).
- Provide complimentary city-wide welcome signage through airport and local partnerships for “one-stop-shop” coordination and permitting assistance; street banner “green chic” recycling.
- Offer Platinum, Gold, & Silver Service Program (based on room block size).
- Continue to offer electronic attendance builders and custom-mapping to assist in maximizing convention blocks; encourage use of APEX industry standards.
- MEET GREEN as a meetings industry priority and work to assist all meeting planners and group hotels in this process (encouraging Florida Green Lodging certification); Plan-It-Green ongoing promotions.
- Maximize database capabilities of Simpleview/CRM to further integrate activities: coordinate website venue photos/updates with Communications Department.
- Conduct Destination Evaluation and Critiques (via e-surveys), provide planner feedback to partners striving for 100% satisfaction; obtain client testimonials for publications, website promotions, media and sales referrals.



Convention Housing Services

- Provide block management and on-line reservation services for city-wide conventions (two hotels or more; 600 RPN minimum).
- Conduct property site visits for potential convention hotel participation (official and overflow hotels) to enhance housing efficiency and service delivery.
- Offer value-added services including on-site housing desk and flexibility of online reservations (and other booking channels); continually enhance Passkey software with improved maps, report features, and meeting planner management options; offer a seamless link from on-line conference registration to online reservations.
- Maximize hotel participation (and revenues) by implementing “hotel shop sheets,” and provide on-site staff training/consultations on block management and marketing opportunities through Passkey.
- Act as hotel liaison for groups requiring assistance in inventory communications; produce pre/post meeting and convention pick-up reports, and provide quality controls through post-conference property reviews.
- Provide hotel inventory management as needed for sporting events, unique group requests and emergencies.