



# 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](http://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](http://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.