

Pioneer District Marketing Workplan Spring 2014

Executive Summary

The main focus of marketing has been working with the convention sites and CVB to draw attention to our events and increase attendance.

Objectives

1. Work with CVB to create a list of local activities that we can advertise to our membership to create a 'convention' atmosphere and attract higher attendance from our membership.

RP1: I am in contact with Experience GR to get the materials we need. We should have maps for shopping, micro breweries, and other activities. We are also publicizing the Meijer Garden butterfly exhibit, the Broadway show in town that weekend, Museums and exhibits, and other events happening. William Stutts Jr is doing a 'Tag Room' over the weekend. There has been discussion of having a pool party on Saturday for the families.

RP2: The Muskegon convention will have several activities planned including a downtown walking tour with the CVB, tour the LST393 battleship, maps, etc.

2. Create online resources where our membership can get all the information on the convention, activities, and local things to do

RP1: Experience GR has created a 'micro site' on their website specifically for our event. There our membership can find out all the information about GR. I am working to post more info specific to our event as well as the maps and things listed above. I have also started an Event page on the district FB page for convention where this information will be.

RP2: nothing new to report here. I would like to clean up our convention page and make it more user friendly.

3. Work with CVB to advertise the convention to the local residents and incoming tourists

RP1: We are listed on the calendar of events on ExperienceGR for anyone to find us. We have our own page there as well. I am working on a video to post to that page. ExperienceGR has chosen to hire an outside media agency to help us promote the convention. We will be doing a press release, media tour, interviews, and hopefully some PR events in the week(s) leading up to convention.

RP2: The Muskegon CVB was publishing on our behalf the press release that I provided them. I also created a flyer that they were printing and posting around town.

4. Create online resources where locals can find out more about our convention

RP1: As mentioned above, the FB events page and listing on Experience GR. I need to continue to post more information to these sites.

RP2: Nothing new to report here. I need to set up a specific web address and homepage for our conventions that is designed for non barbershoppers to get all the info they need and purchase tickets.