

Customer Experiences

Program Includes:

- Contact planners for destination experience
- Recruit 15 targeted, qualified planners by segment or profiles
- Connect research and registration team has consultation call with client
 - Unique selling advantage
 - Segment
 - Competitive set
 - Sweet spot/key targets
 - > Peak rooms
 - > Pattern
 - > Seasonality
 - > ADR
- Connect Market Director develops script with client
 - Benefits
 - Call to action
- List development
 - Connect develops target list
 - Client provides their list
 - List deduped and cleaned up
 - > History
 - > Location
 - > Profile
 - Goal: Obtain up to 15 planners
- Promotion/Branding
 - Six to eight touchpoints per planner
 - Brand equity with every touchpoint
- Email
 - Destination survey sent to planners
 - Teaser email sent
 - Follow-up email sent after every phone call
 - Registration page and sign-up implemented
 - RSVPs collected
- Direct Mail
 - Printed invitation provided by client to planners
- Telemarketing
 - Every planner contacted by phone
 - RSVPs obtained
 - Attendance verified by phone and email
 - Excitement built about the FAM and the destinations

Total Price: \$20,000 (includes airfare)

Connect

For more information, contact your Connect regional sales director or VP of Sales Matt Johnson, at mjohnson@connectmeetings.com or 678-987-9925.