

MCKEE WALLWORK CLEVELAND

Albuquerque Convention & Visitors Bureau FY10 Convention Media Placement Rationale- 3/31/10

Following please find the reasoning and rationale for the media placement selections in the FY10 convention plan. As McKee Wallwork Cleveland (MWC) reviewed and evaluated a myriad of publications, they used the insights gathered during the MWC Charrette® marketing planning process.

Our primary target consists of meeting planners for medium or small national associations. The Charrette process further defined this person to be a female, age 45+, with a college degree (and certifications and/or accreditations). She probably makes \$60-75,000 a year and most likely lives in Washington DC or Chicago (or maybe New York City). She reports to the Board of Directors for her association and they ultimately make the final decision on where the meeting will be held. But, she is responsible for presenting a recommended destination to the Board.

Due to tighter budgets this fiscal, we focused on niches that tend to do well for Albuquerque.

Following please find a list of our selected publications along with some additional information on each one.

Albuquerque Journal

In an effort to help garner local awareness and support of Albuquerque's meetings and conventions industry, ACVB and the *Albuquerque Journal* have partnered to bring back the convention calendar. The calendar is published the last Monday of the month in the Business Outlook supplement and features the next month's activity, including sports. The calendar is situated next to an ACVB meetings ad.

Associations Now

Associations Now is the official magazine published by the American Society of Association Executives (ASAE). With nearly all of its circulation going to members of ASAE, its readers are highly qualified association CEOs, staff professionals, industry partners and consultant members. ASAE is the largest international organization serving the association community. Given that ACVB's primary target is association meeting planners, *Associations Now* provides the perfect vehicle for delivering the Albuquerque message.

Convene

Published by Professional Convention Management Association (PCMA) *Convene* reaches members that represent the industry's leading association, corporate and independent meeting professionals. *Convene* provides editorial including educational content and timely and relevant information of not only the PCMA, but also industry news as well.

Daily Now

Part of the ASAE/*Associations Now* family, *Daily Now* is published twice a year for the ASAE Annual Meeting and their Springtime Show. Delivered under the hotel doors of attendees every morning, *Daily Now* provides a very captive audience. *Daily Now* is a tabloid-sized magazine allowing readers to be amazed by ACVB's vibrant and compelling message.

Government Connection

Government Connection is the official publication for the Society of Government Meeting Professionals. Since the government sector accounts for an important part of Albuquerque's meetings and conventions business, ACVB felt it was important to support this niche with advertising.

Meetings & Conventions (M&C)

One of the largest and most well-known magazines within the industry, *M&C* magazine has been in partnership with ACVB for over 4 years. Unaffiliated with any industry organization, *M&C* offers trade news and analysis, original research as well as regular features and columns. *M&C* reaches a gamete of readers including meeting and event planners in corporations, associations, and independent planning companies.

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New Mexico Business Weekly

Readers of the *New Mexico Business Weekly* include the local, influential business community. ACVB used the advertising opportunity in the Convention & Meeting Guide supplement to remind local business people to utilize facilities within their own community.

One+

As the official publication of the Meeting Professionals International (MPI), *One+* offers members the latest industry news, events, trends and information as well as relevant MPI news. The audience ranges from corporate, association/non-profit, independent and vertical markets (such as University, Government and Medical).

Religious Conference Manager

ACVB has had good success in bringing religious-based meetings to Albuquerque. So now when times are tough in the meetings industry, we decided to advertise in a publication specifically targeted at those that plan religious meetings – *Religious Conference Manager*. *Religious Conference Manager* offers one of the largest and well-know magazines within this specific niche.