

# MCKEE WALLWORK CLEVELAND

## **Albuquerque Convention & Visitors Bureau FY11-FY12 Convention Media Placement Rationale**

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Following please find the reasoning and rationale for the media placement selections in the FY11-FY12 convention plan. As McKee Wallwork Cleveland (MWC) reviewed and evaluated a myriad of media opportunities, they used the insights gathered during the MWC Charrette® Planning process which began in August 2010.

The core of our target is a meeting planner that plans meetings with 150 to 700 rooms on peak. She is likely female, age 45+ with a college degree. She either works for one organization/association, multiple clients, or a third-party firm. She is likely located in the Washington DC area, Chicago, Dallas, or another similar city. She plans meetings for groups that are a good fit for Albuquerque based on our brand strengths and destination attributes. For example: science and engineering, health/medical, SMERF, government, and education.

The Charrette® Planning research indicates planners are using online and social media now more than ever. It also indicates that CVB websites continue to be a valuable resource to planners. We wanted to evolve our media placements to match the behaviors of meeting planners, providing them quick access to the CVB site. Additionally, media vendors are becoming more and more sophisticated in their ability to reach the meeting planner audience. These were just a few considerations that lead to the implementation of an online advertising schedule that includes banner advertising, pre-roll video placements, text links and email marketing.

Following please find a list of our selected paid placements in both print and online 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 monthly in the *Business Outlook* supplement and features upcoming activity. The calendar is accompanied by an ACVB ad directly adjacent.

### ***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.

### ***E-Pro Direct***

E-pro Direct is a direct marketing and lead generation firm targeting the meetings, conventions and events market. Meeting planners who plan associations, educational, fraternal, government, military, and religious meetings will receive a dedicated ACVB message offering them an opportunity to easily access the CVB site, fill out a form within the email requesting more information, as well as a direct link to fill out an RFP. Additionally, E-Pro Direct provides very thorough and valuable reporting on email results.

### ***LinkedIn***

LinkedIn is a business-related social networking site mainly used for professional networking. Display ads, text links and LinkedIn partner messages targeting users with a "meeting planner" (or similar) title will run nationally across this social network.

### ***New Mexico Business Weekly***

Every year the New Mexico Business Weekly publishes a "Convention and Meeting Guide" special supplement within their regular issue. It is designed to encourage local companies to take advantage of local services and amenities. It is additionally distributed to the state's event planners and executive directors of New Mexico associations.

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## ***NorthStar Travel Media - Meetings & Conventions (M&C) and Successful Meetings***

One of the largest and most well-known magazines within the industry, *M&C* magazine has been in partnership with ACVB for over five years. NorthStar Travel Media acquired *Successful Meetings* in 2010 and placements were made in both publications for FY11. Unaffiliated with any industry organization, *M&C* and *Successful Meetings* offer trade news and analysis, original research as well as regular features and columns. Both publications reach a gamete of readers including meeting and event planners in corporations, associations, and independent planning companies.

## ***Specific Media***

Specific Media is an advertising network that provides display banner and pre-roll video ads (which are short advertising videos viewed prior to user-selected video content) across a network of websites. Specific Media is also able to provide targeting capabilities that allow us to reach a very targeted audience of event/meeting planners. This audience will be behaviorally targeted to users who display "meeting planner" behavior online that includes utilizing meeting planning/hosting websites, searching for meeting planning content and terms, as well as reading and engaging in meeting planner content. Contextually, Specific Media will reach these users by placing them around content related meeting/event planning.

Retargeting is another online targeting method used to serve messages to online users who visited [ItsATrip.org/meetings](http://ItsATrip.org/meetings).