

# MCKEE WALLWORK CLEVELAND

## **Albuquerque Convention & Visitors Bureau FY12 – FY13 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.

### ***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 gamut of readers including meeting and event planners in corporations, associations, and independent planning companies.

### ***Meetings Focus West***

Focusing on meeting planners, *Meetings Focus West* delivers to those who plan meetings, conventions, incentive programs, events and conferences throughout the Western U.S., Western Canada and Mexico. The publication delivers content essential to the meeting planner industry.

### ***Meetings Mean Business***

Produced by the editors of *Meeting Professionals International's* award-winning *ONE+* magazine, the *Meetings Mean Business Guides* feature compelling content geared specifically to meeting planners. The publication is distributed to 27 markets across the U.S and carries editorial focused on meeting performance and efficiency.

### ***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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## ***Smart Meetings***

*Smart Meetings* is a publication tailored for the meeting planner professional. The publication focuses on locations in North America, including Alaska, Hawaii, Canada, Mexico and the Caribbean. Articles feature the latest in industry trends, corporate event planning, emerging technology, personality profiles, and updates on the best venues and destinations throughout the U.S., Canada and Mexico.

## ***SportsTravel***

SportsTravel readers are responsible for site selection for sporting events and meetings, as well as travel planning for sports-related groups, and include the key decision makers for a number of sporting organizations.

## ***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.

## ***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 highly 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.

## ***Other Online Advertising***

Listings are a way to get in front of meeting planners who are members of certain associations and use the association's online buyer's guide or membership directory to look for meeting destinations.

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