

GROUP SALES WORKSHOP

"How to benefit your organization by partnering with your CVB group sales team"

Wednesday, February 12, 2020 • 10:00 AM • Residence Inn By Marriott Daytona Beach Oceanfront, 3209 S Atlantic Avenue
Daytona Beach Shores, FL 32118, Ocean Breeze Meeting Room

AGENDA

1. Welcome & Introduction

Linda Bowers

a) Markets-Linda McMahon

2. Services and Tools Offered- Linda McMahon (open discussion)

a) Incentive dollars

- HAAA & Committee Approved Guidelines
- CVENT Promo Opportunities
- 3rd Party Messaging
- Multi Year
- Sports Meeting Added Bonus/Referral

b) Mailchimp to data base-hot dates/deals etc.

- Messaging to lost business database

c) Services-Amber White

d) Sites

e) FAM Participation

f) Fairshares

g) Client events/Lunch and Learn

3. Public Participation

4. Adjourn

The next meeting is TBD April 2020 at Daytona Beach Area Convention & Visitors Bureau,
126 E. Orange Avenue, Daytona Beach, FL 32114

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.