

An aerial photograph of a coastal city. In the foreground, a large Ferris wheel is partially visible on the left. A wide sandy beach stretches across the middle ground, with a few people scattered on it. To the right of the beach is a green park area and a yellow building. In the background, a dense city skyline is visible under a blue sky with some clouds. A large purple billboard with the 'MEET AC' logo is situated near the beach.

**MEET  
AC**

# SALES & MARKETING PLAN 2021

[meetac.com](http://meetac.com)



## EXECUTIVE MESSAGE



**Larry Sieg**  
*Chief Executive Officer*

On behalf of the Meet AC Board of Directors, the Meet AC staff and our primary funding agency, the Casino Reinvestment Development Authority (CRDA), we are pleased to present the 2021 Meet AC Sales and Marketing Plan.

For Meet AC and the rest of the world's meetings and convention industry, 2020 was a year of uncertainty and change. The COVID-19 pandemic had a significant impact on bookings, room nights and overall economic impact to the destination and region. While there were a number of show cancellations within the year, a large number of events chose to reschedule for 2021 showing positive signs for Meet AC and the destination.

While continuing to sell long term, we will be focusing heavily on small meetings and the sports market for the time being. Atlantic City is well-positioned for these types of events due to the fact we are in driving distance to one-third of the population of the United States.

Spectra, the convention center's management company has put together a comprehensive clean and safe operations plan to meet the guidelines set forth by Governor Phil Murphy. We will customize this plan for each upcoming show to meet their particular concerns and requirements.

The Atlantic City Sports Commission will actively pursue events, especially outdoor events that are extremely viable to Atlantic City and can easily follow social distancing and provide a safe and healthy environment.

Group Tour continues to be strong and continues to produce a significant number of room nights for Atlantic City.

The Atlantic City Film Commission has received several major production inquiries. We are positive that these opportunities will result in additional room nights and economic impact for Atlantic City and provide incremental exposure to our destination in the coming year.

On behalf of the entire Meet AC organization, we are extremely confident that our 2021 Sales and Marketing Plan contains the specific targeted strategies that are necessary for us to continue to grow the meeting and convention business here in Atlantic City.

Thank you to the CRDA for their full support. In addition, we would like to recognize and personally thank the Meet AC Board of Directors who dedicate their time and insight to ensure our success.

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## MEET OUR TEAM

### EXECUTIVE



**Larry Sieg**  
Chief Executive Officer

### MARKETING



**Karina Anthony**  
Marketing Director



**Jessica Kasunich**  
Communications Manager

### SPORTS COMMISSION



**Daniel Gallagher**  
Director of Sports Sales



**Christina Oleszewski**  
Sports Sales Manager

### GROUP, INTERNATIONAL & FILM



**Heather Colache**  
Tourism Account Director

### SALES



**Sandi Harvey**  
Vice President of Sales



**Michele Turturro Young**  
Executive Assistant to the CEO & VP of Sales



**Joan Mooney**  
Director of Sales



**Patrick McCormick**  
National Account Director



**Anne Bergen**  
National Account Director



**Laura Terrero**  
Multicultural National Sales Manager



**Howard Munves**  
DC National Sales Manager



**Michele Murphy**  
Sales & System Administrator

### CONVENTION SERVICES



**Mary Moliver**  
Director of Convention Services



**Margie Hurley**  
Convention Services Manager



**Alisa Doyle**  
Convention Services Manager



**Casey Sickler**  
Convention Services Coordinator

### FINANCE

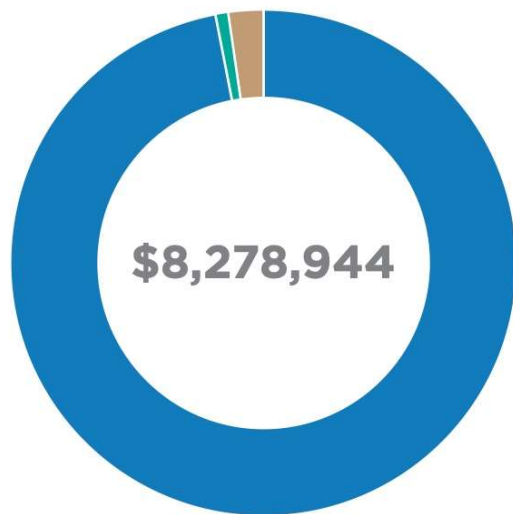


**Caren Fitzpatrick**  
Sr. Director, Finance & Administration

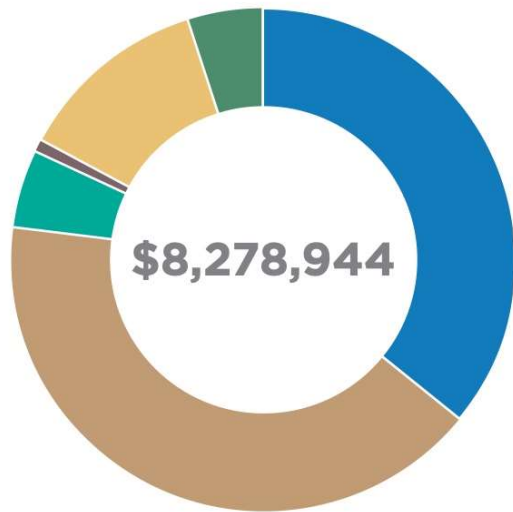


**Nancy Taylor**  
Financial Support Specialist





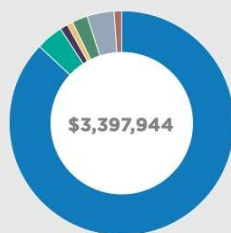
## FY2021 REVENUES



## FY2021 EXPENSES



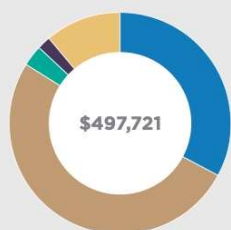
## EXPENSES BREAKDOWN



## GENERAL &amp; ADMINISTRATIVE



## CLIENT DEVELOPMENT



## GROUP TOUR/FILM COMMISSION



## ATLANTIC CITY SPORTS COMMISSION



## BY THE NUMBERS

- Includes 500,000 sq. ft. of exhibit space, divisible into five sections.
- 45 breakout rooms containing 109,000 sq. ft. of meeting space.
- Onsite parking garage that can accommodate 1,400 automobiles.
- Atlantic City Rail Terminal
- Currently averaging 72 events per year, this equates to 169 event days per year, across the last 5 years.

2020 Gross Revenue  
**1.4 million**

2021 Projected Gross Revenue  
**1.7 million**

\*Due to Covid-19, 2020 created unprecedented and especially unique challenges for conventions, meetings and live events. Our industry, which may be one of the last segments of business to recover, will see many changes moving forward both in the short and long term. Flexibility and adaptation will be key. Moving forward into 2021, we are committed to providing a safe and stable environment as we best position the Atlantic City Convention Center on the road to recovery.

## GOALS

- In 2021, Spectra's main focus will be restoring the convention, meeting and live event industry as a cornerstone of economic development by providing expertise, resources and support in essential areas of venue operations and sales.
- Implementation of new and innovative cleaning strategies to renew visitor confidence in our visitors as they get re-acclimated to public gatherings.
- Completion of various capital upgrades to the facility that will provide a safe environment and enhance customer experience and safety.
- In a combined sales effort with Meet AC, launch analytically driven solicitation strategy, designed to grow market segments and drive revenue.



# 2021 SALES CALENDAR

## JAN

- Emerge
- PCMA Convening Leaders
- PCMA Mixer

## JUL

- TSE Fastest 50
- DI (Destinations International) Annual
- Smart Meetings Northeast Show

## FEB

- DI Destination Showcase (DI/PCMA Joint Venture)
- Connect Diversity Marketplace
- Medical Meetings Summit
- Meet NY

## AUG

- Cvent CONNECT 2021
- ASAE Annual Meeting & Expo
- CONNECT 2021
- MASAE Golf Tournament

## MAR

- ASEAE Great Ideas Conference
- Maxwell Awards

## SEP

- TEAMS '21 Conference & Expo
- ASAE Summit Awards

## APR

- HelmsBriscoe Annual Business Conference
- SISO CEO Summit
- Independent Planner Education Conference (IPEC)
- IAEE Women's Leadership Forum

## OCT

- Destination Northeast
- TSE Gold 100

## MAY

- ConferenceDirect - Annual Partner Meeting

## NOV

- IMEX America
- Association Headquarters Leadership Forum
- CMP Conclave
- FICP Annual Conference

## JUN

- MPI WEC 21
- MASAE Mid-Year
- DSA Annual
- PCMA Education Conference

## DEC

- IAEE Expo
- MASAE Annual
- CVB Reps December Event
- NY IAEE December Event
- MPI/PCMA December Event
- NYSAE December Event



# KEY OBJECTIVES & MARKETS WE WANT TO REACH

- State and Regional Association
- Corporate
- National Association
- Sports



# CONVENTION SALES VERTICAL MARKET STRATEGIES

## VERTICALS

- Agriculture
- Associations - National, Regional, State
- Athletics
- Auto Industry/Transportation
- Building Industry
- Construction
- Direct Selling Associations
- Education
- Energy/Utilities
- Engineering
- Environmental
- Film Industry
- Financial
- Food & Beverage
- Franchise Owners Associations
- Fraternal
- Government
- Group Tour/International Group Tours
- Healthcare
- Heavy Equipment
- Hobby
- Insurance
- Legal
- Military
- Multicultural
- Multi-tier Marketing Companies
- Organized Labor
- Pharmaceutical
- Publishing/Printing
- Real Estate
- Religious
- Retail
- Scientific
- Sports
- Technology

## STRATEGY #1

### ATLANTIC CITY MARKETING

- Aggressively market Atlantic City to promote growth and increase incremental visitors
- Continue efforts to change perception of Atlantic City
- Promote current, safe, and clean post-COVID protocols

## STRATEGY #2

### EXECUTE THE 2021 SALES & MARKETING PLAN

- Host client board meetings
- Attend targeted industry shows
- Execute our sales missions, site visits, client events, etc.
- Greater emphasis on the top 25 vertical markets that are producing for Atlantic City
- Continue focus on third party providers
- Emphasis on available research tools to identify potential business





### STRATEGY #3

#### **INCREASE ATLANTIC CITY CONVENTION CENTER SALES/EVENTS**

- Increase incentive funding for Atlantic City Convention Center bookings
- Increase top-line revenue in the Atlantic City Convention Center
- Multi-year contracts – continue efforts to secure multi-year agreements
- Tentative booking growth to 850,000 rooms
- Partner with management company on national sales opportunities

### STRATEGY #4

#### **INCREASE ATLANTIC CITY'S MEETING AND CONVENTION BUSINESS**

- Increase hotel room nights with additional properties and new Atlantic City products
- Attract more single-property meetings and conventions through hotel partnerships
- Grow youth sports and esports-related events
- Support citywide special events with room and services support
- Partner with Spectra, Marriott and Hard Rock global offices

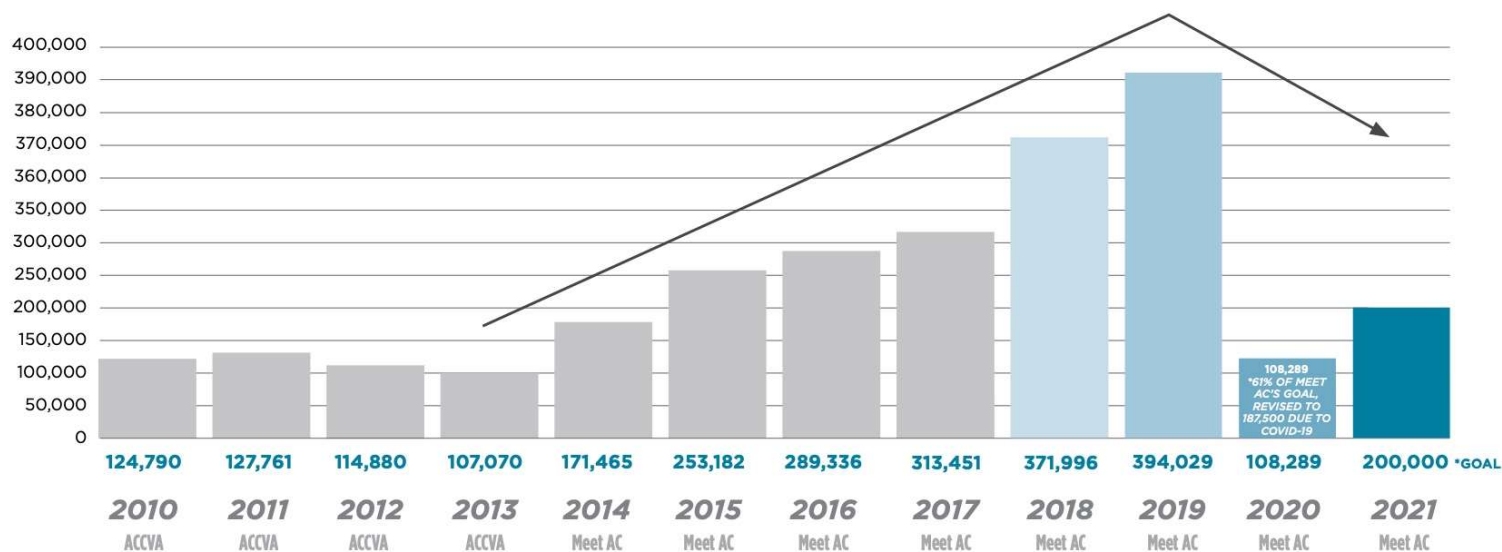
### STRATEGY #5

#### **DEVELOPMENT OF A FIVE YEAR STRATEGIC PLAN**

- Review relevant research
- Stakeholder engagement (feedback)
- Future funding review and approach
- Synergy between Meet AC, CRDA, ACCC, casinos, hotels & attractions



## ANNUAL ROOM NIGHT BOOKING REPORT



## OUR PRIORITY GOALS

- To market the awareness of the meeting capabilities of Atlantic City.
- To formulate and implement targeted meeting sales strategies.
- To identify qualified meeting/convention sales leads.
- To convert meeting/convention sales leads to new business.
- To provide value-added meeting/convention services.



## MISSION

OUR MISSION IS TO CREATE  
ENHANCED VISITOR SPENDING  
AND ECONOMIC IMPACT THROUGH  
ATTRACTING MEETINGS AND  
CONVENTIONS TO AC.



## VISION

OUR VISION IS TO BECOME  
A PREEMINENT RESORT  
DESTINATION, SALES AND  
MARKETING ORGANIZATION  
FOCUSING ON THE MEETING  
& CONVENTION MARKETS.



## ABOUT

- The Atlantic City Film Commission has offered free assistance for productions working within Atlantic City for the past thirteen years and has an in-depth understanding of the filming process. With a great deal of Atlantic City knowledge, we also assist with location scouting, contacts, services, crew, casting, photos and more.
- Atlantic City is a 'Film Friendly Community,' and because of that we've taken measures to ensure that all film productions make the most of the variety of locations and services we have to offer.
- Our film website offers all styles of services and information to make sure projects are filmed successfully with the highest economic impact and visibility available.
- With the NJ Film Tax credit incentive of 35% in South Jersey plus another 2% if the production meets the minority requirements, Atlantic City is an attractive location for all types of productions.
- Our five miles of white sandy beaches and Atlantic Ocean offer a variety of amazing looks, from our historic Steel Pier, America's first Boardwalk and nine casino resorts, to the back bays and marshes with all their flora and fauna.

## GOALS

1. Attract the film industry with all types of productions to Atlantic City with the NJ State 35% tax credit and expand crew list.
2. Partnership with the NJ Motion Picture & Television Commission.
3. Work closely with the city of Atlantic City on all productions.
4. Increase visibility of Atlantic City as a film friendly destination with an innovative and fun film website – **atlanticcityfilm.com**.
5. Membership in the Location Managers Guild of America and Association of Film Commissioners International.



## WHAT WE DO

- Bid and Event Management
- Venue Selection
- Government Relations
- Support Services
- Entertainment
- Public Relations
- Marketing

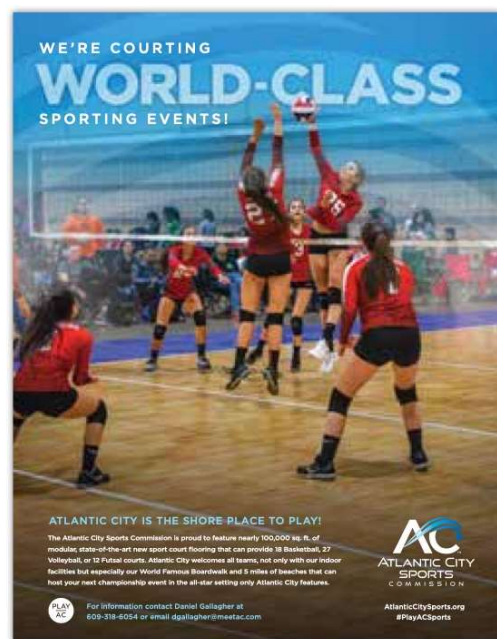
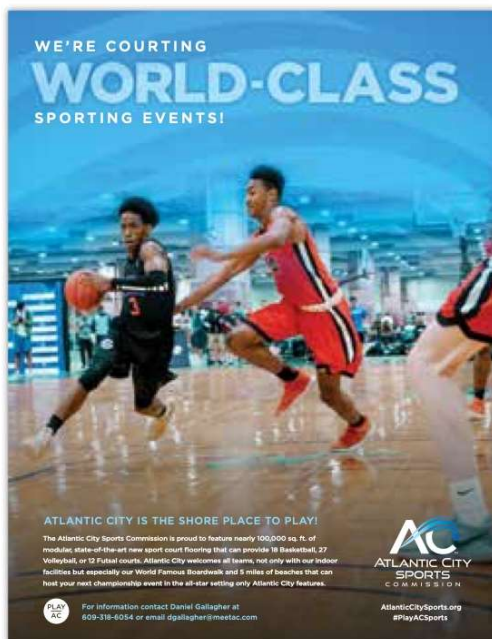
**The Atlantic City Sports Commission is proud to feature nearly 100,000 sq. ft of modular, state-of-the-art new sport court flooring for basketball, volleyball or futsal courts. We welcome all teams, not only with our large indoor facilities but also our wide open beaches and world-famous Atlantic City Boardwalk.**

**ACSC will continue interaction with the following social brands to increase exposure, engagement and result in increased followers that are interested in the sporting events industry:**

- Sports Destination Management
- Connect Sports
- National Association of Sports Commissions
- SportsEvents Media
- SportsTravel
- The ACSC will also interact with all upcoming events' Facebook and Twitter pages.

**For more information, please visit [atlanticcitysports.org](http://atlanticcitysports.org) and request a copy of the Sports Planning Guide.**

## PRINT ADS





## SPORTS COMMISSION DEVELOPMENT CALENDAR

**JAN** • Sports Express 2021

**MAR** • Maxwell Awards

**APR** • Sports ETA

**JUL** • Sports Client Event

**AUG** • Connect Sports  
• Esports Travel Summit

**SEP** • S.P.O.R.T.S. The Relationship  
Conference  
• TEAMS '21

**DEC** • Regional Sport Accord



## OUR GOALS

- Attract and host professional and amateur sporting events.
- Achieve the sports room night goals.
- Achieve the economic impact goals.



### MISSION

THE AC SPORTS COMMISSION  
STRATEGICALLY SOLICITS,  
CREATES & SUPPORTS SPORTS  
RELATED EVENTS AND  
BUSINESSES THAT ENHANCE  
OUR COMMUNITY'S ECONOMY.



### VISION

TO BE RECOGNIZED BY OUR  
GOVERNMENT PARTNERS, BUSINESS  
AND COMMUNITY LEADERS AND  
EVENT CLIENTS AS THE PRIMARY  
ORGANIZATION IN ATLANTIC COUNTY  
THAT DRIVES SPORTS TOURISM  
AND ECONOMIC DEVELOPMENT  
THROUGH SPORTS.

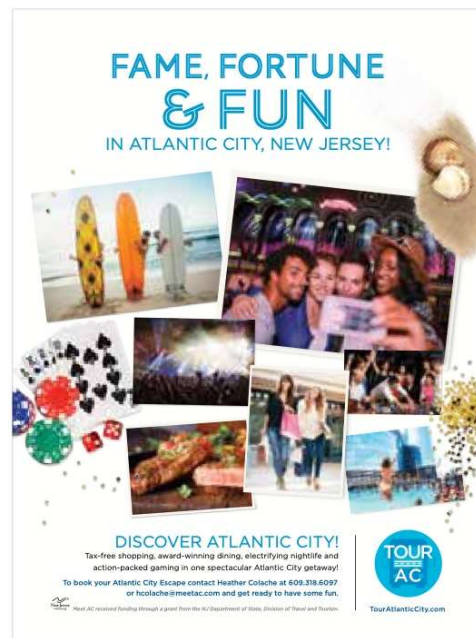
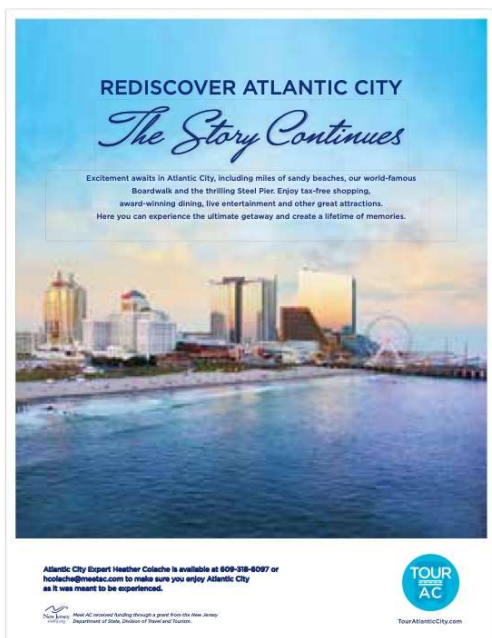
## ABOUT

**Tour AC continues to strategically market Atlantic City and the surrounding area attractions to domestic motorcoach, international FIT and groups. Casino and hotel resorts, new attractions, tax-free shopping, restaurants and entertainment in Atlantic City have created a vibrant vacation destination with new itineraries and an easy day's drive. People are talking about AC on social media, at virtual trade shows and in the travel trade news publications bringing new energy to our seaside city. Groups large or small can enjoy a variety of fresh new itineraries highlighting what makes Atlantic City a truly unique vacation destination. Tour AC receives international recognition through cooperative marketing opportunities with Brand USA, the United States Tourism Office and our international representation offices to international tour operators and travelers, which help educate those visitors about our destination. International marketing through a grant from the NJ State Division of Travel & Tourism permits Tour AC to reach operator decision makers in the UK, Ireland, Canada and Germany.**

## GOALS

1. Attract group motorcoach and international FIT/group markets
2. Achieve room night goals and grow economic impact
3. Attend industry shows

## PRINT ADS





## E-MARKETING

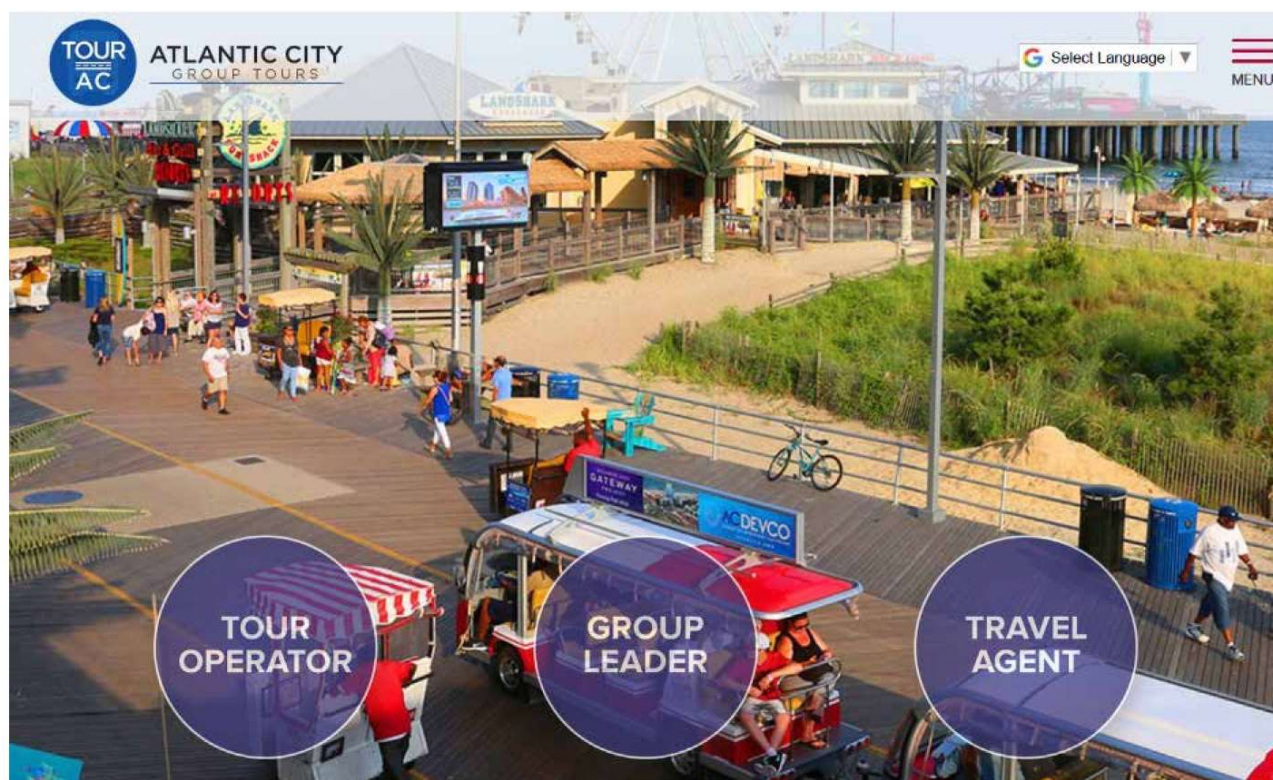
Tour AC distributes a quarterly e-newsletter to keep visitors up to date on all of Atlantic City's Hot Happenings! Current Atlantic City news, Free Things To Do, Itineraries and more are at your fingertips with this quarterly marketing communication. See below for a schedule of 2021 topics to look forward to.

**FIRST QUARTER:** Open for Business; Motorcoach packages, safety guidelines in place

**SECOND QUARTER:** Gearing up for Summer in Atlantic City

**THIRD QUARTER:** Atlantic City Restaurant Week celebrates fixed price dining, find a new culinary delight or visit an old favorite in AC

**FOURTH QUARTER:** Holiday Happenings in the City & Looking Ahead to a Prosperous 2022



For more information, request to be added to Tour Atlantic City's Quarterly E-newsletter  
**[touratlanticcity.com](http://touratlanticcity.com)**

## 2021 TOURISM DEVELOPMENT CALENDER

**FEB**

- Connect International Marketplace
- MMA/VMA Joint Meeting

**SEP**

- International IPW

**MAR**

- United Motorcoach Association Motorcoach Expo
- ITB Berlin
- Pennsylvania Bus Association
- AFCI Locations Show

**OCT**

- Bus Association of New York

**APR**

- NAJ East (North American Journeys)
- Connect RTO Summit

**NOV**

- World Travel Market
- Ontario Motorcoach Association
- Pennsylvania Bus Association Winter Meeting

**JUN**

- TAP Dance
- New England Bus Association
- American Bus Association

**DEC**

- NTA (National Tour Association)
- New Jersey Conference on Tourism

**AUG**

- Connect Tour
- VMA Joint Meeting (Virginia, North & South Carolina)





## CONVENTION SERVICES OBJECTIVES

### **#1. Through the Client Direct Program, Convention Services will provide support to conventions, meetings and tradeshows in Atlantic City.**

- Through the use of our Digital Convention Services Kit and personal contact, familiarize planners with the services that Meet AC has to offer.
- Continued promotion of transportation assistance, which includes airport transportation information, convention shuttle assistance and rental car program assistance. Also providing air/airport, train and bus information for Atlantic City.
- Generate, at a minimum, 600 convention services leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Continue to offer event planning for clients, including spouse programs, private luncheons, receptions and dinners, team building and group outings.
- Continue to act as a liaison between the City of Atlantic City and the client to ensure all forms are completed and city events are executed properly.
- Continue our highly popular, Show Me Your Badge Program, offering discounts to attendees for local businesses.
- Citywide banner program-produce a banner schedule in accordance with convention show dates. Work with the CRDA to assure proper installation and dismantling of banners for conventions at the Atlantic City Convention Center and select public events. Work with meeting planners to design and produce banners for new, qualified shows.
- Promote the Meet AC signage program, which includes digital signage on the Wave garage, the Convention Center marquees, the Jim Whelan Boardwalk Hall marquis and the Impactivate Boardwalk signs.
- Continue to define the citywide signage program and the Atlantic City Convention Center door clings program.
- Provision of promotional materials for meetings and tradeshows.
- Maintain proactive relationships with annual clients through phone and email.
- Building relationships with new clients through active participation in site visits and offering assistance with their program.
- Presence during shows, supporting the needs of the meeting planner/show manager.

**#2. Provide planners with professional, experienced on-site registration staffing support including computer operators, room monitors, show office support, and market researchers. In addition, provide specialized, highly trained tradeshow booth sales staff.**

- Recruit and train qualified persons to provide effective show support.
- Continue to formulate relationships with Stockton University and Atlantic Cape Community College to broaden the scope of qualified personnel.
- Convention Services Manager to work directly with Show Manager and Registration Company representatives to design a viable show support schedule.
- Convention Services Manager to provide on-site support to show management during show.

**#3. Effectively implement client events, familiarization trips, sponsorships and special events for Meet AC.**

- Meet with executive and sales staff to brainstorm concerning events specific to their defined goals. Proceed to design said events, with an emphasis on the vision, incorporating the Atlantic City message.
- Implement Meet AC's Travel Calendar and tradeshow activities to enable brand consistency, productive marketing of Atlantic City for the convention and meetings industry.

**#4. Identify convention services industry-related organizations, attend yearly and monthly meetings and become involved on committees, thus broadening Atlantic City's exposure and fostering industry-wide relationships and promoting professional growth.**

- Participate in meetings for ESPA, NJ Staffing Association, PCMA, DMAI and the Atlantic City Concierge Association.

**#5. Continued industry-specific training for Convention Services Managers.**

- Completion of CMP Certification by all Convention Services Managers by end of 2021.
- Continue our lead generation tracking for all Convention Services Managers.

**#6. Continue to provide the highly successful Restaurant Reservation Program to shows and meetings in the Atlantic City Convention Center.**

- Through the continuation and promotion of the Show Me Your Badge Program, we can drive additional customers to Atlantic City restaurants and attractions.
- Connect with our friendly, welcoming Atlantic City professionals for recommendations and reservations at any of the various locations Atlantic City offers.



# MARKETING COMMUNICATIONS STRATEGY FOR NEW BUSINESS

**A 12-month communications strategy aimed at targeting new convention center business while sending e-marketing and direct mail marketing about developments and positive press in Atlantic City. This consistent messaging will be sent by Meet AC Marketing with follow up from Meet AC Sales.**

**JAN** #ExperienceAtlanticCity Virtually -  
Reintroducing our newest additions to  
our VR Experience

**JUL** Atlantic City Media Coverage  
Including Trade & Local Media

**FEB** State of the Industry - What's  
new in Atlantic City for 2021?

**AUG** Diversity in Atlantic City; Spotlight  
on Hosting NAACP 2022

**MAR** What can you expect for  
your Atlantic City site visit?  
(Featuring behind-the-scenes  
site visit video)

**SEP** Meet our Partners, Atlantic City  
Fact Sheet

**APR** State of the Industry & Global  
Meetings Industry Day (GMID)  
April 8, 2021

**OCT** Atlantic City Media Coverage  
Including Trade & Local  
Media; TEAMS 2021 Recap

**MAY** National Travel & Tourism  
Week May 2-8, 2021

**NOV** Meet AC Thanksgiving Card as  
Marketing Direct Mail piece, also  
send as e-blast and social media.  
All sales managers will call clients  
this month.

**JUN** Direct Mail

**DEC** Holiday Video Messaging from  
Your Friends at Meet AC

# 2021 ADVERTISING CAMPAIGN

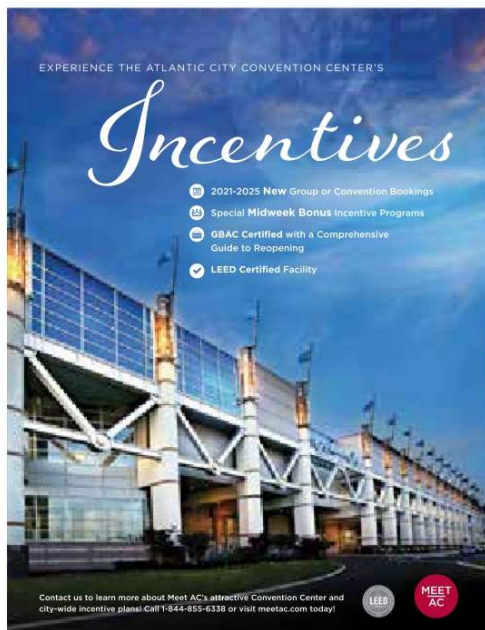


**THE ATLANTIC CITY**  
*Experience*

**ATLANTIC CITY CAN GIVE YOU THE SPACE YOU NEED FOR YOUR MEETING.**

Atlantic City has the venues, knowledge, and professional staff needed to plan and produce your meeting or convention. Events of all sizes will receive world-class treatment from our team. We're ready for you to come celebrate the many experiences of Atlantic City, New Jersey.

**MEET AC** To book your meeting or convention call 1-844-855-6338 or visit [meetac.com](http://meetac.com) today!



EXPERIENCE THE ATLANTIC CITY CONVENTION CENTER'S

*Incentives*

- 2021-2025 New Group or Convention Bookings
- Special Midweek Bonus Incentive Programs
- GBAC Certified with a Comprehensive Guide to Reopening
- LEED Certified Facility

Contact us to learn more about Meet AC's attentive Convention Center and city-wide incentive plans! Call 1-844-855-6338 or visit [meetac.com](http://meetac.com) today!

LEED **MEET AC**



**MEET AC**

*Meaningful*  
**MEETINGS**

LEADING THE WAY WITH SUSTAINABLE & SMART EFFICIENT EFFORTS

[LEARN MORE](#)



**MEET AC**

*Meaningful*  
**MEETINGS**

FOCUSSED ON THE FUTURE: CITYWIDE SUSTAINABILITY & CLEAN ENERGY

[LEARN MORE](#)



**MEET AC**

*Meaningful*  
**MEETINGS**

FOCUSSED ON ENERGY EFFICIENCY & SUSTAINABILITY FOR THE FUTURE

[LEARN MORE](#)



# PRINT & DIGITAL ADVERTISING

**Meet AC will be advertising in these trade publications, their websites and via their e-blasts.**

- Associations Now
- Black Meetings & Tourism
- Connect
- CVENT
- Facilities & Destinations
- Meetings & Conventions
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- New Jersey Business
- PCMA Convene
- Prevue
- Smart Meetings
- South Jersey Biz
- Successful Meetings
- Trade Show Executive
- Trade Show News Network
- USAE - The Weekly Community Newspaper of Associations, CVBs and Hotels



Trade Show Executive



MEETING PROFESSIONALS INTERNATIONAL

THE WEEKLY COMMUNITY  
NEWSPAPER OF  
ASSOCIATIONS, CVBs  
AND HOTELS

**USAE**

**Smart**meetings

**prevue**  
meetings + incentives

**MC**  
MEETINGS AND CONVENTIONS

**SUCCESSFUL**  
MEETINGS

# MEET AC 2021 DIGITAL MEDIA TACTICS AND DEFINITIONS:

**In 2021, Meet AC will focus on stabilizing the digital foundation and instilling confidence in planners while celebrating Meet AC's place as an industry thought leader and ideal meetings destination. This marketing and communication strategy, paired with a robust mix of digital media tactics and social media execution, ensures that Meet AC is delivering targeted messaging to meeting planners resulting in optimal customer engagement, lead generation and conversion.**

### Display and Sequential Retargeting:

Display and Retargeting may look similar but the benefit in sequential retargeting is the ability to continue the conversation with our engaged audience and address different challenges and needs at different journey moments. For example, if a meeting planner interacts with a focused on-brand awareness, we want to retarget that exact same user with a different message and different value proposition to influence consideration and intent to book a meeting.

### In-Need Targeting:

This capability allows us to target consumers based on search behavior. We establish a qualifying set of search terms that Meeting Planners often use, then serve them a relevant digital ad with a value proposition to book their next meeting with Meet AC. This tactic ensures a qualified audience that is highly engaged.

### Programmatic Video In-stream:

In 2021, our Video Strategy will move away from engagement within the YouTube ecosystem. We will be executing Programmatic In-Stream Video. This tactic serves users video content that is more contextually relevant to their interest and is more likely to drive website traffic. It utilizes a 15 – 30 second video with the ability to measure completed video views and clicks to the website.

## Google Adwords:

This is an on-going tactic that targets relevant users by key words that are searched and ensures Meet AC digital properties are at the top of search results for all relevant meeting planner searches.

## Social Media Advertising:

Data-driven social media solutions that feel organic and produce quality consumer engagements. There are a number of ways to deliver content to the most relevant audience through social media channels. We primarily focus Paid Social Efforts on Facebook, Twitter and Instagram.

**E-Mail Newsletter:**

This is a necessary tactic to ensure continued engagement with customers and prospects who have engaged with an ad or have been to the website. The newsletter for Meeting Planners allows Meet AC to stay engaged with prospects who have shown interest. Through regularly scheduled email deployment, we can tell a more robust story of the destination.





## 2020 VS 2021 DIGITAL (WEBSITE) GOALS

Projected 2020 Pageviews: **242,826** | 2021 Goal: **265,364** (10% Increase)

Projected 2020 Active Daily Users: **490** | 2021 Goal **505** (10% Increase)

Projected 2020 Organic Search: **55,588** | 2021 Goal **61,146** (15% Increase)

## VIDEO VIEWS

2020 Goal: **111,000** | 2021 Goal: **120,000**

## 2020 VS 2021 SOCIAL MEDIA GOALS

2020 Goal Facebook Likes: **4,613** | 2021 Goal: **5,304**

2020 Goal Instagram Followers: **1,805** | 2021 Goal: **2,075**

2020 Goal LinkedIn: **909** | 2021 Goal: **1,045**

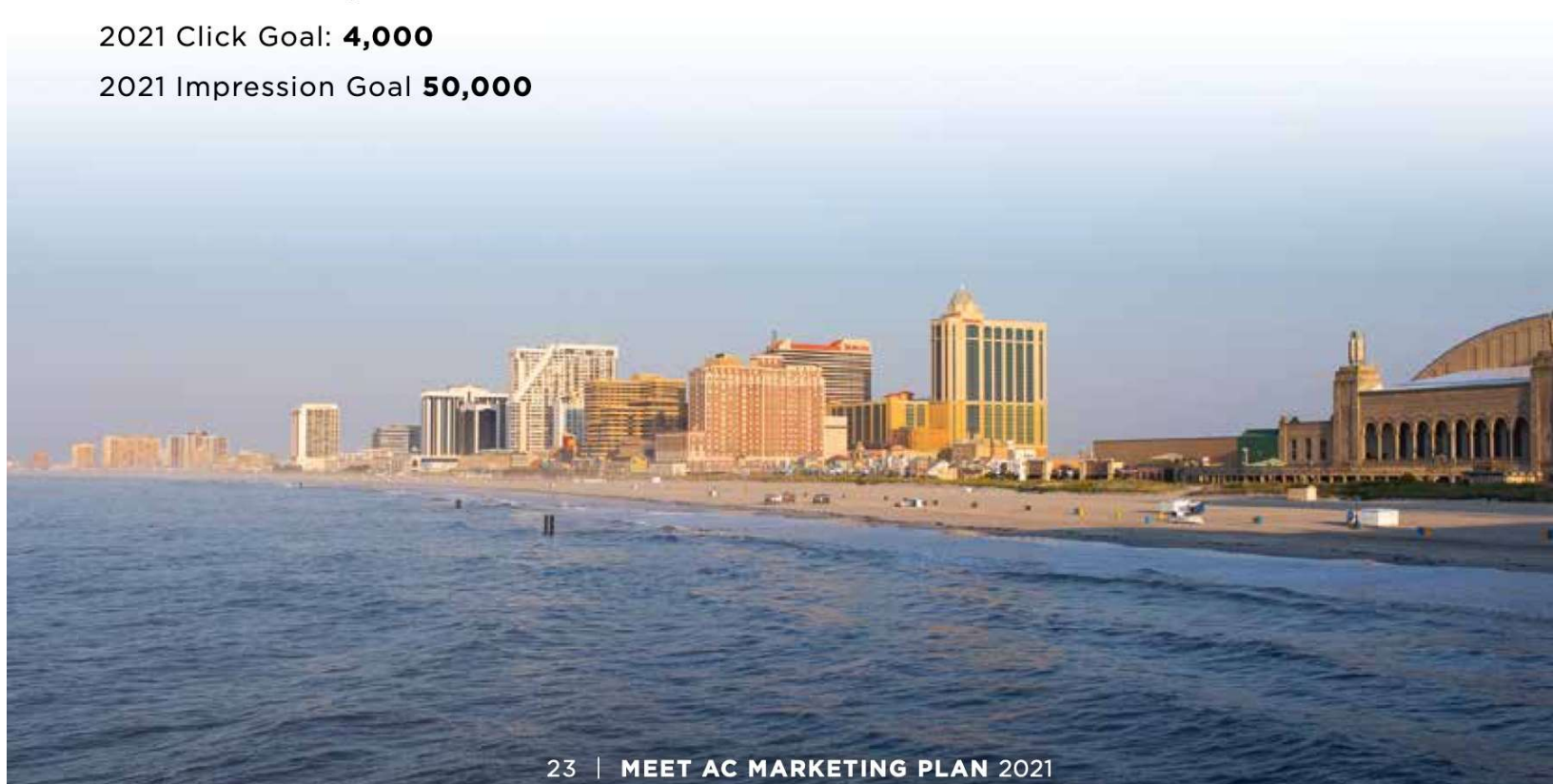
2020 Goal Twitter: **2,506** | 2021 Goal: **2,881**

## 2021 PAY PER CLICK (PPC) GOALS

2021 Click-Through Rate Goal: **7.4%**

2021 Click Goal: **4,000**

2021 Impression Goal **50,000**



## 2021 EDITORIAL/ADVERTORIAL FOCUS

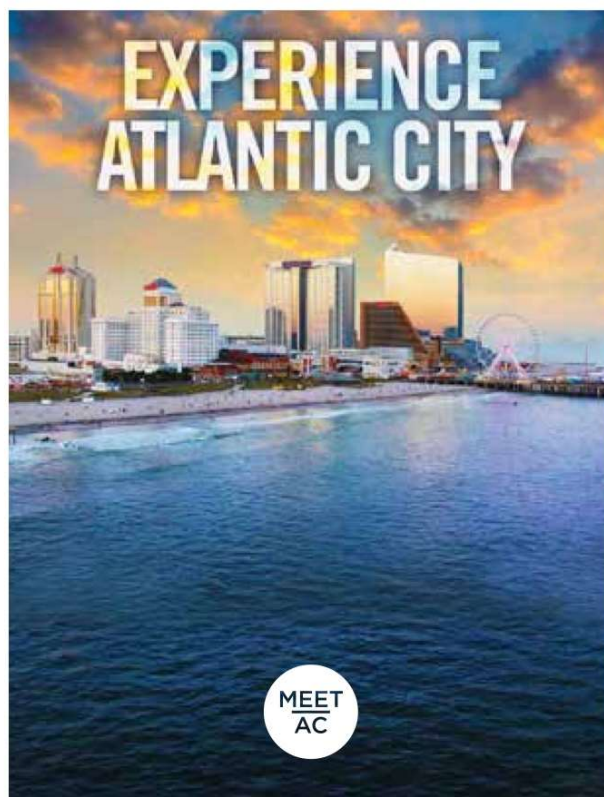
**Meet AC will begin to focus on regenerative tourism throughout Atlantic City. The Atlantic City Convention Center remains our biggest conversation piece focusing on sustainability, wide open spaces to meet safely and our drive distance to major cities along the northeast. In addition, Meet AC's editorial and advertorial will focus on the variety of experiences business and leisure guests can enjoy in Atlantic City.**



## 2021 PROSPECTIVE COVER STORIES

**Below are the trade publications with which the Marketing and Communications Department has had discussions with for prospective cover stories in 2021.**

- Smart Meetings Magazine
- Meetings Today Magazine
- Mid-Atlantic Events Magazine
- Prevue Magazine







## 2021 PRESS TRIPS

- Host a select group of trade media in March to showcase Atlantic City's safe return to meetings and conventions with a focus on regenerative tourism.
- Host a select group of travel bloggers in August to showcase Atlantic City.
- Invite select members of the media to client FAM's; i.e. – concerts and various destination events.

The Press Trips will allow us to invite key members of the trade media and travel bloggers, while receiving positive press and earned media in print, digital and on-site social media.

## GOALS

1. Distribute 10-15 press releases
2. Generate and service 2 press trips
3. Generate over 4,000 media hits





# MEET AC



FOR MORE INFORMATION,VISIT OUR WEBSITES.



[meetac.com](http://meetac.com)



[atlanticcitysports.org](http://atlanticcitysports.org)



[touratlanticcity.com](http://touratlanticcity.com)



[atlanticcityfilm.com](http://atlanticcityfilm.com)



Meet AC is primarily funded by the CRDA, whose mission evolved from statewide projects to becoming the state's key economic development agency for Atlantic City.



