

2022 SALES & MARKETING PLAN



MEET
AC

meetac.com

EXECUTIVE MESSAGE



Larry Sieg
Chief Executive Officer

On behalf of the Meet AC Board of Directors and the Meet AC staff, we are pleased to present the 2022 Meet AC Sales and Marketing Plan for your review and consideration.

For Meet AC and the rest of the meetings and convention industry, 2021 started out very similar to 2020. The COVID-19 pandemic had a significant impact on bookings, room nights and overall economic impact to the destination and region. While there was a small number of show cancellations within Q1 & Q2, many events chose to reschedule for later in the year or for 2022 and roll deposits over; 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 positioned well for these types of events due to the fact we are within driving distance to one-third of the population of the United States.

Meet AC and the Atlantic City Convention Center's management company, Spectra, have put together a comprehensive clean and safe operations plan to meet the guidelines set forth by the Governor of New Jersey. We will customize this plan for each upcoming show to meet their individual concerns and requirements. The Atlantic City Convention Center is pleased to once again hold both GBAC (Global Biorisk Advisory Council) STAR and LEED (Leadership in Energy and Environmental Design) GOLD certifications, signifying that the Convention Center is doing business responsibly and safely.

The Atlantic City Sports Commission continues to see interest in the destination and 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 produces a significant number of room nights for Atlantic City. With the reopening of the borders between Canada and major international destinations, our tour department will allocate more resources to these markets through the grant program from the New Jersey Department of Travel and Tourism.

The Atlantic City Film Commission continues to gain interest from major production inquiries for the destination. 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 2022 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 Casino Reinvestment Development Authority (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



Nicholas DiCioccio
Digital Asset Coordinator



Alyssa Grover
Communications Coordinator

SPORTS COMMISSION



Daniel Gallagher
Director of Sports Sales



Christina Mancuso
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

DESTINATION SERVICES



Mary Moliver
Director of Destination Services



Margie Hurley
Destination Services Manager



Alisa Doyle
Destination Services Manager



Casey Sickler
Destination Services Manager

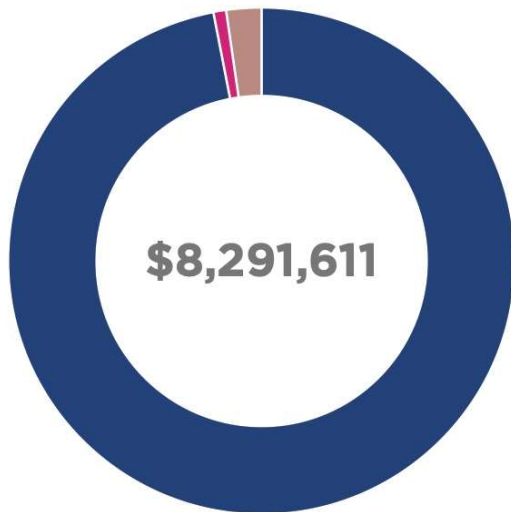
FINANCE



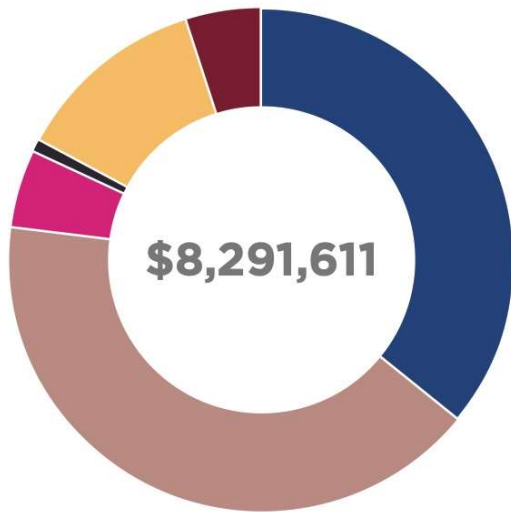
Caren Fitzpatrick
Sr. Director, Finance & Administration



Nancy Taylor
Financial Support Specialist



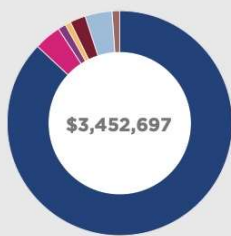
FY2022 REVENUES



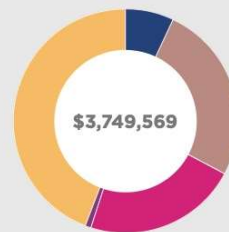
FY2022 EXPENSES



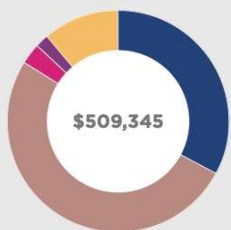
EXPENSES BREAKDOWN



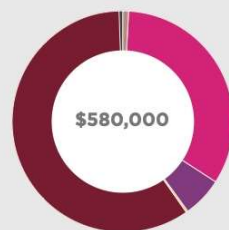
GENERAL & ADMINISTRATIVE



CONVENTION SALES



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 62 events per year, this equates to 204 event days per year, across last 5 years.*
- *2020 - 2021 ACCC operated as a field medical center and Covid-19 vaccination site.

2022 Goals

- 81 Events
- 191 Event Days
- Over 409,000 Attendees

2021 Gross Revenue
1.6 million

2022 Projected Gross Revenue
2.2 million



GOALS

- Restoring the live entertainment and convention industry as a cornerstone of economic development by providing expertise, resources, and support in essential areas of venue operations.
- Educating our promoters, clients, and visitors how to attend our facilities safely, and displaying the measures we have taken to make them more comfortable.
- Continue various capital projects and upgrades to the facility that will provide an enhanced attendee and guest experience.
- Enhance the combined sales approach with Meet AC, driving new business opportunities focused on revenue growth and rebooking opportunities.



2022 SALES CALENDAR

JAN

- PCMA Convening Leaders
- Smart Meetings

JUL

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

FEB

- DI Destination Showcase (Destinations International)
- Connect Diversity Marketplace

AUG

- ASAE Annual Meeting & Expo
- CONNECT Marketplace 2022
- MASAE Golf Tournament
- SISO Mid-Year

MAR

- SISO CEO Summit
- Meet NY

SEP

- IAEE Women's Leadership Forum
- ConferenceDirect - Annual Partner Meeting
- ASAE Summit Awards

APR

- HelmsBriscoe Annual Business Conference
- Cvent CONNECT 2022
- Independent Planner Education Conference (IPEC)

OCT

- Destination Northeast
- TSE Gold 100
- IMEX America

MAY

- Smart Meetings
- AFL-CIO Labor of Love

NOV

- Association Headquarters Leadership Forum
- CMP Conclave
- Smart Meetings

JUN

- MPI WEC 22
- MASAE Mid-Year
- DSA Annual
- PCMA Education Conference

DEC

- IAEE Expo
- MASAE Annual
- American Express INTER[action]
- CVB Reps December Event
- NY IAEE December Event
- 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 the perception of Atlantic City by highlighting investments
- Promote current, safe, and clean post-COVID protocols

STRATEGY #2

EXECUTE THE 2022 SALES & MARKETING PLAN

- Attend targeted industry shows
- Execute our sales missions, site visits, client events, etc.
- Greater emphasis on the top 10 vertical markets that are producing for Atlantic City
- Continue focus on drive-in marketing and 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 for ACCC and hotel properties
- Tentative booking growth to 500,000 rooms

STRATEGY #4

INCREASE ATLANTIC CITY'S MEETING AND CONVENTION BUSINESS

- Increase hotel room nights with additional properties and Atlantic City's unique amenities
- Attract more single-property meetings and conventions through hotel partnerships
- Grow youth sports and e-sports related events
- Support citywide special events with room and services support
- Partner with Marriott, MGM, and Hard Rock global offices

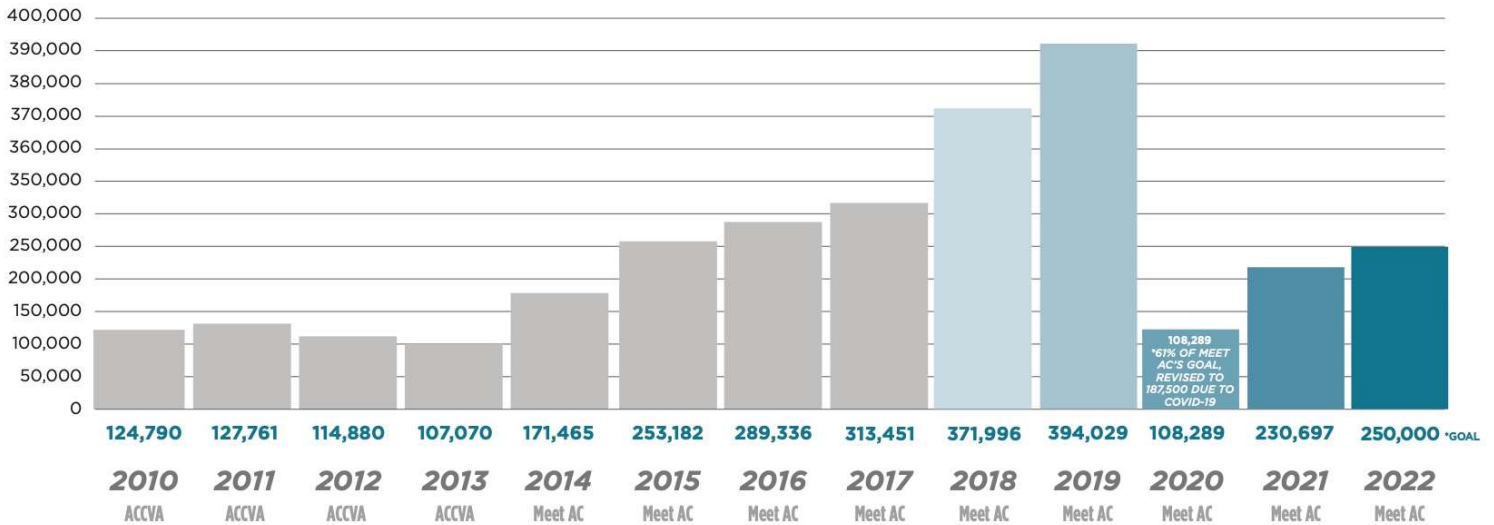
STRATEGY #5

DEVELOPMENT OF A FIVE YEAR STRATEGIC PLAN

- Review relevant research
- Stakeholder engagement (feedback)
- Future funding review and approach



ANNUAL ROOM NIGHT BOOKING REPORT



OUR PRIORITY GOALS

- To market 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.

WHAT WE DO

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

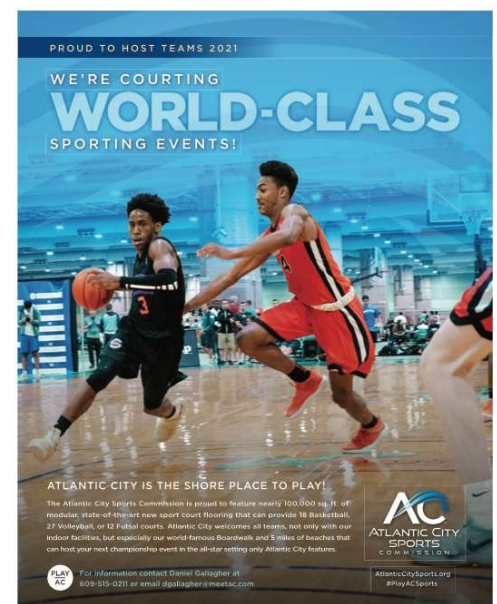
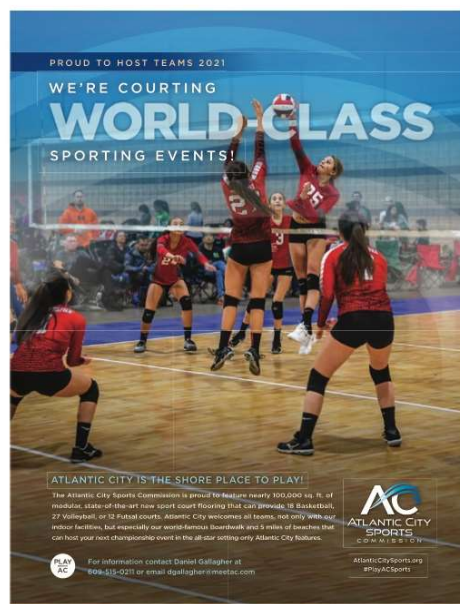
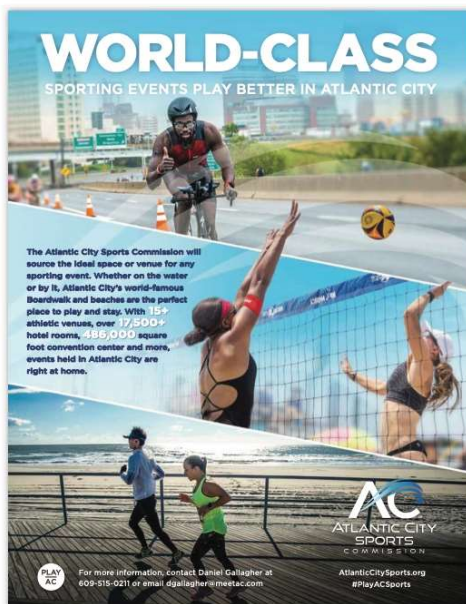
The Atlantic City Sports Commission is proud to feature nearly 100,000 sq. ft of modular, state-of-the-art sport court flooring for basketball, volleyball, or futsal courts. We welcome all teams, not only with our large indoor facilities but also our wide open beaches and world-famous Atlantic City Boardwalk.

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
- Sports ETA
- SportsEvents Media
- SportsTravel
- The ACSC will also interact with all upcoming events on our social media channels.

For more information, please visit atlanticcitysports.org and request a copy of the Sports Planning Guide.

ADVERTISEMENTS



SPORTS COMMISSION DEVELOPMENT CALENDAR

JAN • Sports Express 2022

MAR • Maxwell Awards

MAY • Sports ETA Symposium
• Compete Sports Diversity Summit

JUN • Esports Travel Summit

JUL • Sports Client Event

AUG • Connect Sports

OCT • S.P.O.R.T.S. The Relationship
Conference
• Sports ETA Women's Summit
• TEAMS '22



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.

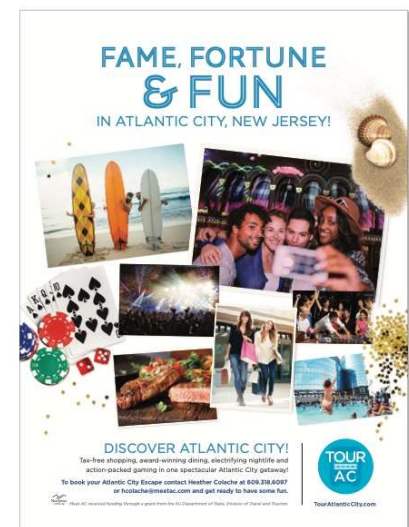
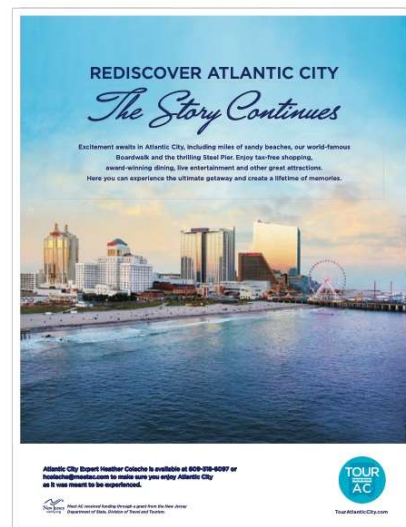
ABOUT

Tour AC, our group travel trade segment, continues to strategically market Atlantic City and the surrounding area attractions as an easily accessible drive market to Domestic Motorcoach, International FIT and Groups. Casino and hotel resorts, new and existing attractions, tax-free shopping, restaurants, and entertainment showcase Atlantic City as a vibrant vacation destination with fresh new itineraries. Domestic visitors, Tour Operators, Journalists, and International trade are talking about AC on social media, at virtual trade shows, and in the travel trade news publications creating excitement, and interest about our seaside city. Individual FIT and groups, large or small, can enjoy a variety of 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, New Jersey State Travel and 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 virtual and in person.
4. Improve brand recognition and economic impact through sales calls, site inspections, familiarization tours, client events, trade advertising, itineraries, marketing, cooperatively working with partners and an updated dedicated website that will all assist with achieving room night goals.
5. Sit on Domestic & International industry Boards to further assist with Tour AC goals.
6. Facilitate Tourism Grant to enhance International and Domestic Tourism initiatives by utilization of representation offices in Canada, Ireland, UK United Kingdom and Germany for marketing, trade shows, education, advertising and test emerging new international markets that would benefit Atlantic City and contribute to additional economic impact.

ADVERTISEMENTS



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 2022 topics to look forward to.

FIRST QUARTER: What's New in Atlantic City? (Unique Attractions featuring: The Orange Loop, The Seed, Little Water Distillery)

SECOND QUARTER: Gearing up for Summer in Atlantic City featuring the Atlantic City Airshow

THIRD QUARTER: Atlantic City Restaurant Week (ACRW)

FOURTH QUARTER: Holiday Happenings in Atlantic City & Looking Ahead to a Prosperous 2023



For more information, request to be added to Tour Atlantic City's Quarterly E-newsletter
touratlanticcity.com

2022 TOURISM DEVELOPMENT CALENDAR

JAN

- ABA Marketplace (American Bus Association)

AUG

- Connect Travel Domestic
- VMA Joint Meeting (Virginia Motorcoach Assn)

FEB

- UMA Motorcoach Expo (United Motorcoach Assn)

OCT

- AC Cinefest
- Greater New Jersey Motorcoach Association
- Brand USA Europe Week

MAR

- Pennsylvania Bus Group Leader Show
- ITB Berlin

NOV

- World Travel Market
- AFCL Locations Film Show
- Ontario Motorcoach Association
- Bus Association of New York

APR

- NAJ East (North American Journeys)

DEC

- New Jersey Conference on Tourism

JUN

- Pennsylvania Bus Spring Meeting
- NTA (National Tour Association)
- IPW 2022

ABOUT

- The Atlantic City Film Commission has been offering assistance for the past 16 years for productions working within Atlantic City for the past sixteen years and has an in-depth understanding of the filming process and an immediate response to location requests scouting, contacts, services, crew, casting, photos and more.
- Directly works with the City of Atlantic City to ensure a smooth working environment for all types of productions.
- Atlantic City is a 'Film Friendly Community,' and because of that, we've taken measures to ensure that all productions make the most of the variety of locations and our partners are invested in providing locations and services.
- Our updated film website offers services, information, and round-the-clock availability to make sure projects are filmed successfully with the highest economic impact and visibility available.
- NJ Film Tax credit incentive of 35% in South Jersey plus another 2% if the production meets the diversity requirements. A 37% credit is a significant incentive, attracting producers and location scouts to Atlantic City.
- Our interesting history, white sandy beaches, and Atlantic Ocean offer a variety of amazing looks from our historic Steel Pier and Jim Whelan Boardwalk Hall, America's first Boardwalk and glam casinos to the back bays and marshes with all their flora and fauna to Urban city streets and neighborhoods.

GOALS

1. Attract the Film production industry to Atlantic City with the NJ State 37% tax credit.
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 updated, innovative and fun film website - www.atlanticcityfilm.com.
5. Continue active membership in the Location Managers Guild of America and Association of Film Commissioners International.
6. Attend one film trade show, conduct desk-side sales calls with production houses, and hold one location manager familiarization (FAM) trip.





DESTINATION SERVICES OBJECTIVES

#1. Through the Client Direct Program, Destination Services will provide support to conventions, meetings, and trade shows in Atlantic City.

- Through the use of our Digital Destination 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 to/from Atlantic City.
- Generate, at a minimum, 800 Destination Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Continue to foster relationships with our Atlantic City colleagues, thus helping to update our database of event venues, outdoor accommodations, and activities offered.
- 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.
- City-Wide 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 marquis, the Boardwalk Hall marquis, and the Impactivate Boardwalk signs.
- Non-digital signage includes the city-wide signage program, the Atlantic City Convention Center door clings program, and the Atlantic City Convention Center lightbox program.
- Provision of promotional materials for meetings and trade shows.
- 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 trade show booth sales staff.

- Recruit and train qualified persons to provide effective show support.
- Destination Services Manager to work directly with Show Manager and Registration Company representatives to design a viable show support schedule.
- Destination 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 trade show activities, both virtual and in-person, design and layout trade show booths and meeting space to enable brand consistency and productive marketing of Atlantic City for the convention and meetings industry.

#4. Identify Destination 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, PCMA, DI and the Atlantic City Concierge Association.

#5. Continued industry-specific training for Destination Services Managers.

- Completion of CMP Certification by all Destination Services Managers by the end of 2022.

#6. Continue to provide the highly successful Restaurant Reservation Program and Atrium Concierge Desk 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.

#7. Continue to define Meet AC's Digital Information library to assist clients with easy access to local information to be used by attendees to enhance their Atlantic City experience.

- Assist in the creation of a Destination Services- specific micro-site, thus providing pertinent and up-to-date information for our clients.
- 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 2022 Marketing & Sales Strategies
Featuring Meet AC's 2022 Sales & Marketing Plan

JUL The Importance of DEI in our
Destination & Welcoming NAACP

FEB Location, Location, Location!
Transportation Information
Around AC

AUG Atlantic City Airshow & Summer
Activities

MAR CSR Opportunities and How to
Make Your Meeting Meaningful

SEP What Atlantic City's CVB can do
for YOUR Event

APR Global Meetings Industry Day

OCT Media Coverage and Upcoming
Events at the Atlantic City
Convention Center

MAY National Travel & Tourism
Week, May 1 – 7, 2022

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 Meet AC's Digital Press Kit

DEC Holiday Video Messaging from
Your Friends at Meet AC

2022 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 today!




EXPERIENCE ATLANTIC CITY'S
Incentives

- 2022-2026 New Group or Convention Bookings
- Highly-competitive Room and Meeting Cost Incentives
- Special Midweek Bonus Incentive Programs
- Meet AC Booking & Professional Planning Support

Contact us to learn more about Meet AC's attractive Convention Center & city-wide incentive plans! Call 1-844-855-6338 or visit meetac.com today!

MEET AC



ULTIMATELY SUSTAINABLE

SOCIALLY RESPONSIBLE

FORWARD THINKING

Meaningful Meetings
COME TOGETHER IN ATLANTIC CITY

Atlantic City is focused on the future as we continue to offer a variety of corporate social responsibility programs to diversify our portfolio and lead the way in regenerative tourism. From offering the necessary and environmentally responsible convention space, to combining it with sustainable action, a lucrative incentive program, and continuing education, Atlantic City provides an experience with you and the future in mind. We look forward to working with your group to establish meaningful meetings and conventions before, during and after your event. Experiences await here.

Contact us to plan your next meeting in Atlantic City! Incentive packages are available for new group business. Call 1-844-855-6338 or visit meetac.com today!

MEET AC



PROUD SPONSOR OF THE 20TH ANNIVERSARY INSTALLATION & AWARDS GALA

WHERE GREAT Communities MEET, GREAT THINGS HAPPEN.

We know the power that bringing people together can have in making powerful change in Atlantic City, there's truly a space for everyone, and it's everyone making those spaces better that we celebrate.

To book your meeting or convention, call 1-844-855-6338 or visit meetac.com today!

MEET AC



MEET AC

LEARN MORE

Meaningful Meetings
ATLANTIC CITY

PLANNING MADE EASY WITH OUR CITYWIDE RESOURCES AND CUSTOM INCENTIVE PLANS



MEET AC

LEARN MORE

Meaningful Meetings
ATLANTIC CITY

INVESTED IN THE FUTURE OF MEETINGS THROUGH SUSTAINABILITY

PRINT & DIGITAL ADVERTISING

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

- Associations Now
- Bizbash
- Black Meetings & Tourism
- Connect
- CVENT
- Facilities & Destinations
- Invest: South Jersey
- Meetings & Conventions
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- New Jersey Business
- NJ Biz
- Philadelphia Business Journal
- 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



MEETING PROFESSIONALS INTERNATIONAL



MEET AC 2022 STRATEGIC OVERVIEW: MAKING CONNECTIONS FOR MEANINGFUL MEETINGS

In 2021, Meet AC took a unique approach to meeting planner communication that helped us differentiate ourselves from other destinations. Meaningful Meetings was established to celebrate Atlantic City's sustainability initiatives and promote corporate social responsibility (CSR). The Meaningful Meetings concept naturally integrates with other communication objectives, such as promoting safe meetings and our incentive package for new business. In Q3 of 2021, we began to see the digital landscape rebound from Covid-19's long-lasting impact on website traffic and engagement as it started to climb back to 2019 numbers which far surpassed 2020 results.

In 2022, Meet AC will expand upon the Meaningful Meetings communication strategy to include celebrating a holistic citywide network of resources that Meeting Planners can rely on. Planners utilizing Meet AC's services recognize that it is a critical asset in the planning process for their organization. We make connections for the meeting planner and solve challenges with an abundance of resources. Meet AC thinks that every meeting is significant and plays an important role in Atlantic City's natural and economic environment.

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:

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.



2021 VS 2022 DIGITAL (WEBSITE) GOALS

2021 Pageviews: **320,635** | 2022 Goal: **352,698 (10% increase)**

2021 Organic Search Sessions: **86,899** | 2022 Goal: **99,933 (15% Increase)**

2021 Average Session Duration: **1:3** | 2022 Goal Average Session Duration: **Maintain 1:3**
(2019 was :55 | 2020 was :55)

VIDEO VIEWS

2021 Actual: **120,000 (In-Stream Paid Media 49,675)** | 2022 Goal: **132,000**

2021 VS 2022 SOCIAL GOALS

2021 Facebook Likes: **5,431** | 2022 Goal: **6,245**

2021 Instagram Followers: **2,151** | 2022 Goal: **2,473**

2021 LinkedIn: **1068** | 2022 Goal: **1,228**

2021 Twitter: **2,601** | 2022 Goal: **2,696**

2021 VS 2022 PAY PER CLICK (PPC) GOALS

2021 CTR: **7.4%** | 2022 CTR Goal: **6.5%***

2021 Clicks: **4,000** | 2022 Clicks Goal: **9,500**

2021 Impressions: **50,000** | 2022 Impressions Goal: **146,153**

*Average CTR's across all industries have dropped since 2020 and in most cases much more than 1% point.

2022 QUARTERLY MEET AC NEWSLETTER

- What's New in Atlantic City for 2022?
- #ExperienceAtlanticCity – In-Person or Virtually (VR Experience)
- New Destination Video
- What Visitors are Saying About Atlantic City (testimonials & video time-lapses)

2022 VIDEO STRATEGY

A new destination video will be produced in Spring 2022. We will be shifting towards a new creative direction while staying mindful of our Meaningful Meetings concept and marketing towards the savvy meeting planner.

In addition, we will produce four time-lapse videos. These multipurpose videos serve as a sales tool by showcasing the various layouts that can be made possible for your meeting or event. We appreciate our clients and are happy to provide this video service to them.

Tentative Time-Lapse Videos:

February: Atlantic City Classic Car Show & Auction

April: Atlantic City Sports Commission - Sport Court Events

July: NAACP

November: New Jersey League of Municipalities (NJLM)



2022 PODCAST STRATEGY

New for 2022, we will begin a 12-month podcast series (Atlantic City Voices), where we will interview a variety of local developers, business owners, executives at casino properties, meeting planners, and local community members. The topics will vary, but they will mainly focus on continuing the conversation around regenerative tourism and redevelopment throughout Atlantic City. The podcasts will be hosted on our website and cross-promoted within our social media channels. As Podcasts continue to become increasingly popular, this strategy will be an additional tool for Meet AC to not only grow its meeting and convention business but encourage new visitation to the destination.

JAN	Introduction of Atlantic City Voices with Meet AC's CEO, Larry Sieg	JUL	Atlantic City Airshow, Michael Chait
FEB	Developer, Pat Fasano	AUG	ACUA / Jersey Atlantic Wind Farms, Amy Cook-Menzel
MAR	Tanger Outlets Urban Rooftop Beehive, Allison Gratton, Beekeeper, Alevole	SEP	Atlantic City Arts Foundation, Joyce Hagen
APR	Tennessee Avenue Development, Mark Callazzo	OCT	MudGirls Studios, Dorrie Papademetriou
MAY	Absecon Lighthouse, Jean Muchanic	NOV	Stockton University, Donna Albano or Jane Bokunewicz
JUN	Jimmy Johnson's Atlantic City "Quest for the Ring" Championship Fishing Week, Tod Roy & Jimmy Johnson	DEC	Keeping Spirits Bright in Atlantic City

2022 EDITORIAL/ADVERTORIAL FOCUS

Meet AC will continue to heighten the awareness and grow our 2022 content strategy, Meaningful Meetings. With a focus on regenerative tourism combining sustainability practices and corporate social responsibility (CSR) programs, the content strategy will be heavily promoted throughout trade publication advertorial, client communication, videos, podcasts, blogs, across our social media channels, and throughout our website. We will also continue to incorporate messaging on marketing and selling Atlantic City, which includes new reinvestment and everything a visitor can experience throughout the destination.



2022 PROSPECTIVE COVER STORIES

Below are the trade publications with which the Marketing and Communications Department has had discussions with for prospective cover stories in 2022.

- Smart Meetings Magazine
- Meetings Today Magazine
- Mid-Atlantic Events Magazine
- Northeast Meetings + Events Magazine





2022 PRESS TRIPS

Meet AC will continue hosting media with a minimum of two press trips. The exposure of hosting media will allow us to invite key members of the trade media and influencers while receiving positive press and earned media in print, digital, and on-site social media. Positive press is essential to continue to grow our destination's image and improve the overall experience for the leisure traveller.

- Host a select group of trade media in July to showcase Atlantic City's events (NAACP + JJFISHWEEKAC) with an added focus on regenerative tourism.
- Host a select group of influencers or individual influencer trips to showcase Atlantic City during the bustling summer season.
- Invite select members of the media to client FAM's; i.e. – concerts and various destination events.

GOALS

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





MEET
AC

meetac.com



atlanticcitysports.org



touratlanticcity.com



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.

