

Marketing and Promo Plan

DEBUT

(12-18 months out)

ANNUAL MEETING

- Download New Orleans images and a promo video to play during your closing session at neworleans.widencollective.com
- Request print ad from New Orleans & Company to include in conference program
- Pass out brochures and Save The Date postcards

GET SOCIAL

- Begin implementing social media strategy and launch your conference hashtag
- Encourage your attendees to get ready for next year and share their stories using #NewOrleans and #NOLA
- Review “Let’s Talk NOLA” video series at neworleans.widencollective.com and begin planning a contest via email or social media using monthly videos with New Orleans-themed incentives

COLLABORATE

- Ensure that your Marketing/PR teams are aware of the complimentary marketing and attendance-building tools available throughout the next year at neworleans.com/marketingmenu
- Create Save The Date e-blast at marketing.neworleanscvb.com
- Consider CSR efforts and how New Orleans & Company can assist
- Schedule call to discuss strategies and tactics with **New Orleans & Company Convention Marketing Team - email groupmarketing@neworleans.com or call 877-393-5836**

(8-11 months out)

GET SOCIAL

- Promote event through frequent and engaging social media updates using New Orleans images and sample posts as well as your conference hashtag, **#NewOrleans and #NOLA**
- Begin developing your conference app. Contact New Orleans & Company for New Orleans content and a customized map to populate your app

GET CREATIVE

- Request a customized microsite at neworleans.com/requestmicrosite
- Create banner ads or request New Orleans-themed ads from New Orleans & Company to include on your homepage, industry websites, publications or email signature lines
- Create reminder e-blasts and newsletters at templates.neworleans.com; include microsite link for tracking

BUILT TO HOST



Marketing and Promo Plan

OPENING ACT |

(4-7 months out)

GET SOCIAL

- Launch microsite on your conference website and promote across social media channels
- Send monthly "Let's Talk NOLA" contest videos
- Add a New Orleans-themed banner to your email signature line promoting your upcoming event

(1-3 months out)

REMIND

- Create and send reminder notification e-blasts (e.g.: Early Bird Registration Ending Soon)

FINALIZE

- Last minute registration push via e-blasts, newsletters, social media updates, etc.
- Send final "Let's Talk NOLA" contest videos
- Create attendee, exhibitor and "What To Know Before You Go" newsletters at templates.neworleans.com encouraging attendees to build itineraries for their free time, make restaurant reservations and reference Crescent City Coupons on your microsite

MEDIA OUTREACH

- Remind your industry publications to join you for the latest updates in New Orleans. New Orleans & Company can assist visiting media with press kits, New Orleans information and more
- New Orleans & Company will provide a local media contact list and counsel on best way to obtain coverage
- Company's Coming! New Orleans & Company will provide details of your conference to all 1,100+ members so they can roll out the red carpet for your attendees

MAIN EVENT |

(1-2 weeks out)

MEDIA OUTREACH

- Distribute media alert to local media

WELCOME

- @VisitNewOrleans will welcome your group via social media and engage with attendees throughout the event using your conference hashtag

ONSITE

- New Orleans press kits or welcome packets can be provided for industry media in your onsite press room

GET SOCIAL

- Encourage your attendees to share their stories using #NewOrleans & #NOLA
- Tweet questions to @VisitNewOrleans for restaurant recommendations, tour suggestions and more

GET STARTED!

- Visit neworleans.com/marketingmenu to view sample materials, download content and learn more about complimentary tools that New Orleans & Company offers.
- Request access to New Orleans images and videos at neworleans.widencollective.com
- Contact the New Orleans & Company Convention Marketing Team - groupmarketing@neworleans.com - to get customized materials, access to **templates.neworleans.com** and to strategize a custom plan for your meeting. Keep in touch as you develop your marketing, PR and attendance building strategies.

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* Please note that e-blast and newsletter templates are supplied to you for distribution to your contact database. Turn-around times for materials not available on marketing.neworleans.com (i.e. microsites, maps and customized print ads) are approximately 3-5 business days.