

MEET MINNEAPOLIS

COME FOR THE MEETING | STAY FOR THE CITY

In this struggling economy, corporations are cancelling meetings, postponing the decision to hold future meetings, scaling back the size and length of their events and having trouble attracting attendees. This has created a revenue shortfall for the convention center and driven down hotel occupancy rates and ancillary revenues, triggering a ripple effect of through the local hospitality industry.

To counter these trends, the downtown hospitality community (Meet Minneapolis, the Minneapolis Convention Center, hotels and other venues) is working together to generate incremental business opportunities for both short-term and future meetings. **Meet [in] Minneapolis** is a sales and marketing campaign that will drive leads and position the Meet Minneapolis and Minneapolis Convention Center corporate sales team for success in booking corporate events.

TARGET AUDIENCES

- Corporate meeting planners
- Third-party meeting planners
- Local C-level decision-makers
- Local event planners
- Local corporate employees (members of associations, affiliate organizations, etc.)

THE MINDSET OF THE TARGET AUDIENCES RIGHT NOW

Most corporate meeting planners and other decision-makers have little or no knowledge that Minneapolis is a cosmopolitan city with a vibrant downtown and distinctive facilities and venues. Even local leaders and meeting planners aren't aware of what their own city has to offer and don't currently think about it as a destination for their events. Many meeting planners consider convention centers to be black boxes where they have to create a vibrant environment from scratch for their meetings.

MAIN CALL TO ACTION

Book today and save up to 20% off your next meeting.
[Participating venue and hotel offers may vary.]

CAMPAIGN OBJECTIVES

- + Underscore the value of meeting to local companies, encouraging them to be good corporate citizens and meet in their own backyard.
- + Secure meetings at the Minneapolis Convention Center, downtown hotels and other venues to be held before March 31, 2010.
- + Sell destination Minneapolis as a quality and value-oriented city for meeting, re-introducing local corporate leaders and meeting planners to their own city.
- + Position Minneapolis as a viable option for future corporate meetings – increase awareness of product Minneapolis to lay the groundwork for successful selling.

HIGHLIGHTED MEETING INFRASTRUCTURE

- + Minneapolis Convention Center delivers vibrant meetings
- + Quality hotels, both national chains and historic/boutique properties
- + Distinctive off-site venues

STRATEGIES + TACTICS

Influence C-level decision makers

- + Secure presentations at board meetings of major local corporations.
- + Reach executives with very targeted communications, including a letter from Mayor R.T. Rybak and email newsletters, among other tactics.
- + Do presentations for area professional groups that executives are members of.

Carry out face-to-face sales efforts with meeting planners and other decision-makers

- + Conduct sales calls with potential corporate clients on a local, regional and national level.
- + Attend proven tradeshow and events.
- + Conduct monthly personalized tours of the Minneapolis Convention Center for targeted corporate clients.
- + Create events and leverage existing events to deliver sales messages and highlight unique meeting venues, including:
 - Progressive familiarization tour that goes to Minneapolis Convention Center and various arts venues
 - Meet Minneapolis Holiday Showcase and Exposition

Conduct a comprehensive marketing campaign to drive qualified leads

- + Engage Mayor R.T. Rybak, including letters, video message and personal presentations to potential clients.
- + Develop creative and impactful sales collateral, including a sales and marketing kit; a short, dynamic Power Point presentation; a sales appointment leave-behind and postcards for sales call follow-ups.
- + Launch corporate.minneapolis.org – a section on Minneapolis.org to deliver a full list of booking incentives and provide an RFP submission form.
- + Distribute a series of email distributions promoting unique programming options in the Minneapolis Convention Center and distinctive meeting venues around the city.
- + Execute a targeted local advertising campaign that reach business leaders and meeting planners, including print, online and radio spots.
- + Distribute a direct mail piece to local meeting planners and decision makers, convention trade media and local media.
- + Distribute sales messages via social media.

DESTINATION SELLING POINTS

Downtown Verve

Downtown Minneapolis is alive and vibrant: Broadway revues meet James Beard Award-nominated chefs and boutique shopping meets an enviable live music scene. Over 30,000 people call downtown home, meaning energy in the streets, sophisticated nightlife and an abundance of entertainment options.

National Territory

We're connected. Now a Delta hub, hundreds of flights arrive and depart Minneapolis-St Paul International Airport every day and over 34 million travelers come through every year.

Guaranteed Art

Our scene digs deep. Minneapolis Saint Paul boasts more than 75 working theater companies and nearly 60 museums. Works of art themselves, modern venues like the Walker Art Center and The Guthrie Theater give meetings a polished, cosmopolitan flair.

Fertile Ground

This is not landlocked terrain. (In fact, Minnesota has 90,000 miles of shoreline—more than California, Florida and Hawaii combined). Explore the Historic Mississippi Riverfront on the edge of downtown, or enjoy 22 lakes and 170 parks. Green and lush, Minneapolis is an urban playground.

Innovative Footprint

Here, creative energy blends with big business. It's little wonder why 18 Fortune 500 companies call Minneapolis Saint Paul home. Forward-thinking, fashionable corporations like Target have set their headquarters downtown

Value Bound

In Minneapolis, variety is key and value is everywhere. See and do more with affordable flights, reasonably priced attractions and a walkable, easy-to-navigate downtown. Plus, find venue and hotel price points at any level.