

D. Group Sales Market

I. **Introduction / Overview**

The purpose of the Newport Beach Conference & Visitors Bureau's Conference Sales Department is to solicit business through an organized direct sales effort for existing and new market segments and territories. The goal is to remain ahead of changing trends and to remain flexible enough to divert sales efforts and resources appropriately, in order to remain effective and competitive during an ever-changing business climate.

The Newport Beach Conference & Visitors Bureau Conference Sales Department is supported by the Marketing Department through media relations, online marketing, collateral materials and a focus on Newport Beach as a meetings destination.

II. **Market Geographic Segments**

Sales Team Deployment for the new Fiscal Year

Tim Aylsworth Vice President of Sales	ConferenceDirect, HelmsBriscoe, Experient
Hera Boyoglu National Sales Manager	Northern California, OR, WA, ID, NV, CO, UT, WY, HI <i>Major focus on San Francisco, San Jose, Sacramento, Denver and Seattle</i>
Michelle Carlen National Sales Manager	San Diego County, Riverside County, Imperial County, AZ, NM, TX, OK and the DC National Association Market. <i>Major focus on San Diego, Phoenix, Dallas, Houston and DC</i>
Michelle Donahue National Sales Manager	Orange County and Texas <i>Major focus on the OC, San Antonio and Austin</i>
Bette Haddock National Sales Manager	Midwest Market – ND, SD, NE, KS. MZ, IA, MN, WI, IL, IN MI, OH and vertical markets of pharmaceutical and Insurance <i>Major focus on Minneapolis, Chicago, St. Louis, Des Moines, Milwaukee and Kansas City</i>
Jeannette Moerbe National Sales Manager	Los Angeles County, Ventura County, Santa Barbara County, San Luis Obispo County, Kern County and San Bernardino County
Ingrid Johnson Sales Event Coordinator	

The primary initiative of the Newport Beach Conference & Visitors Bureau Conference Sales Department will be to achieve the room night goal for the upcoming fiscal year. Each National Sales Manager will be qualifying and grading accounts in their markets based upon set criteria. The criteria will establish room night potential for Newport Beach. The daily activities, sales trips and tradeshow will be aimed at developing relationships with these potential accounts and bringing their group business to Newport Beach.

III. Sales Strategy & Initiatives

The 2009 – 2010 Newport Beach Conference & Visitors Bureau Conference Sales Strategy is to continue to focus the efforts regionally and make direct contact with customers in order to facilitate relationship-based selling techniques. The CVB is looking to generate one-on-one interaction with clients via sales calls, sales missions and client events. The CVB will attend select regional and national tradeshows to increase the visibility of Newport Beach and to generate business opportunities. The CVB will also be increasing its print and online marketing activities to the group sales market segment. These activities will all feature a call to action and will contain links to the appropriate landing pages of our web site. The CVB will also continue to expand and develop our client database to receive our quarterly meeting planner newsletter.

a. Focus on Regional Markets

The Newport Beach Conference & Visitors Bureau will constantly evaluate new and established regional markets for business. The main focus will be on the primary markets of Orange County, Los Angeles, San Diego, San Francisco and Sacramento. The CVB staff will also be looking for opportunities in our key feeder cities within a four hour flight or drive to Orange County. These markets include Phoenix, Dallas, Houston, San Antonio, Austin, Denver, Seattle, Kansas City, Minneapolis and Chicago. The CVB will also be focusing on the vertical markets of pharmaceutical, insurance and the DC national associations.

b. Sales Calls & Missions

The Newport Beach Conference & Visitors Bureau will schedule sales missions to key markets in 2009 – 2010 in order to increase Newport Beach's visibility and improve the CVB's ability to engage clients in a one-on-one setting. The format for a sales mission will be two to three days of sales calls culminating in an exclusive client event. Sales missions will take place in San Diego, San Francisco, and Sacramento and quarterly sales missions will be held in Los Angeles.

The CVB will be traveling to Boston, Denver, Houston, Phoenix, Minneapolis, Dallas, New York, Chicago and Kansas City on sales trips. The CVB will be looking to participate in a regional tradeshow for additional exposure during these sales trips. These sales trips will also include two to three days of planned sales calls with qualified clients.

Sales calls in the local markets of Orange County, Los Angeles, San Diego, San Francisco and Sacramento will be performed on a weekly basis.

c. Sponsorship Opportunities

The CVB will continue to pursue sponsorship opportunities within the group meeting market. Sponsorship of a function or activity can play a crucial role in securing group business for Newport Beach. Hosting a meal function or key event in another destination for a qualified group will also help provide visibility for Newport Beach. Sponsorships will also provide advertising opportunities on a client's web site.

d. Director of Sales & Marketing Meetings

The CVB wants to stay in close communication with the hotel sales leaders to receive feedback and collaborate on sales initiatives and programs. The Vice President of Sales will host a DOSM meeting every four months. The meeting will be an opportunity for guidance and feedback on sales and marketing programs.

IV. Territories and Sales Plans

HelmsBriscoe, ConferenceDirect and Experient

Tim Aylsworth, Vice President of Sales

Office Location: Newport Beach Conference & Visitors Bureau

Tradeshows: California Association of Association Executives
Seasonal Spectacular
December 2009 Sacramento

HelmsBriscoe Annual
January 19 – 23, 2010 Las Vegas

Destination Showcase
February 25, 2010 Washington DC

California Association of Association Executives
Annual Education Conference
April 12 – 14, 2010 Long Beach

ConferenceDirect Annual
May 11 – 12, 2010 Atlanta

Destination Showcase
June 2010 Chicago

Travel Incentive Forum Las Vegas
June 2010

Memberships: Financial & Insurance Conference Planners
California Society of Association Executives
Destination Marketing Association International

Northern California, OR, WA, ID, MT, NV, CO, UT, WY, HI

Hera Boyoglu, National Sales Manager

Office Location: San Francisco

Primary Focus: San Francisco, Sacramento, San Jose and Silicon Valley
Secondary Focus: Denver, Seattle, Las Vegas, Salt Lake City

Sales Missions: San Francisco, Sacramento

Sales Trips: Denver

Tradeshows: Meeting Professionals International
World Education Congress
July 11 – 14, 2009 Salt Lake City

California Association of Association Executives
Seasonal Spectacular
December 2009 Sacramento

Meeting Professional International
Northern California Annual Tradeshow
February 2010 San Francisco

California Association of Association Executives
Annual Education Conference
April 12 – 14, 2010 Long Beach

Memberships: California Society of Association Executives
Meeting Professionals International
Hotel Sales & Marketing Association International

San Diego County, Riverside County, Imperial County, AZ, NM, TX, OK and the DC
National Association Market

Michelle Carlen, National Sales Manager

Office Location: Newport Beach Conference & Visitors Bureau

Primary Focus: San Diego, Phoenix, DC National Association Market
Secondary Focus: Dallas, Houston, Phoenix

Sales Missions: San Diego

Sales Trips: Phoenix, Dallas, Houston, Washington DC

Tradeshows: HSMIA Affordable Meetings - East Coast
September 9 – 10, 2009 Washington DC

Meeting Professionals International
Sunbelt Chapter Annual Tradeshow
November 2009 Phoenix

Meeting Professionals International
Southwest Showcase
February 2010 Dallas

Destination Showcase
February 25, 2010 Washington DC

American Society of Association Executives
Springtime in the Park
April 2010 Washington DC

Society of Government Meeting Planners
Annual Tradeshow
May 19 – 22, 2010 Kansas City

Memberships: Meeting Professionals International
Hotel Sales & Marketing Association International
Society of Incentive Travel Executives
American Society of Association Executives
Professional Convention Management Association

Orange County, San Antonio and Austin, TX

Michelle Donahue, National Sales Manager

Office Location: Newport Beach Conference & Visitors Bureau

Primary Focus: Orange County, San Antonio and Austin, TX

Tradeshows: Meeting Professionals International
Orange County Chapter Annual Tradeshow
April 2010 Orange County

Midwest Market – ND, SD, NE, KS, MZ, IA, MN, WI, IL, IN, MI, OH and vertical markets of pharmaceuticals and insurance

Bette Haddock, National Sales Manager

Office Location: Newport Beach Conference & Visitors Bureau

Primary Focus: Insurance and pharmaceutical, Midwest National Associations,
Chicago, Kansas City, Minneapolis

Sales Trips: Boston, Minneapolis, Kansas City, New York, Philadelphia, Chicago

Tradeshows: Center for Business Intelligence Pharmaceuticals
West Coast Tradeshow
September 23 – 24, 2009 San Diego

Center for Business Intelligence Pharmaceuticals
East Coast Tradeshow
March 2010 Philadelphia

HSMAI Affordable Meetings – MidAmerica
April 2010 Chicago

Meeting Professionals International
Kansas City Chapter Annual Tradeshow
May 2010 Kansas City

Memberships: Society of Incentive Travel Executives
Financial and Insurance Conference Planners
Meeting Professionals International

Los Angeles County, Ventura County, Santa Barbara County, San Luis Obispo County, Kern County and San Bernardino County

Jeannette Moerbe, National Sales Manager

Office Location: Los Angeles

Primary Focus: Los Angeles

Sales Missions: Quarterly Events in Los Angeles

Tradeshows: Meeting Professionals International
Southern California Chapter Annual Tradeshow
March 2010 Los Angeles

Memberships: Meeting Professionals International
Los Angeles Business Travel Association
Hotel Sales & Marketing Association International

V. Meeting Industry Public Relations

- Maintain focus for coverage in key markets sales team has identified for sales missions and sales calls
- Provide targeted support in the areas where additional sales managers are located/San Francisco and Los Angeles
- Call on trade magazine editors when conducting media visits and missions
- Respond to trade magazine leads and provide story ideas and product updates as requested
- Continue efforts to target key trade publications/media for editorial coverage using their media calendars as a guide as to what type of article to submit
- Begin monthly communication with trade press via an “opt-in” e-newsletter
- Continue to use social media as a viable communication tool

VI. Meeting Industry Advertising

- Conduct research to see where Association & Meeting Executives and Corporate CEO's are reading about Destinations for meetings and retreats
- Follow an integrated research approach to allow for informed decision making on marketing, advertising and sales messages as well as overall destination issues
- Review previous meeting industry campaign to understand results and learning for future campaigns
- Launch a series of “action oriented” ad campaigns that incorporate traditional, online and social media to effectively reach targeted meeting planners and key meeting decision makers

VII. Online Industry Marketing

- Digitize Meeting Planner guide on web site
- Conduct quarterly e-newsletter for opt-in meeting planners from CVB database
- Continue to cultivate the meeting planner database by making tools for opt in users more prevalent in all material and online communication
- Install and train staff on Simpleview CRM program
- Increase articles, news releases, and enhance meeting planner section of NBCVB site
- Continue to develop sales tools for CVB and hotel sales staff such as online postcards, online invitation invites, etc.

CONFERENCE SALES DEPARTMENT

601 · Salaries		\$	615,677
606 · Payroll Taxes			55,411
608 · Health Insurance			47,606
609 · Personnel Benefit			1,680
610 · Life Insurance			3,306
611 · 401 K			43,097
614 · Worker's Compensation			1,848
618 · Office Supplies & Expense			1,500
620 · Telephone & Cable Expenses			6,200
622 · Postage / Direct Mail /Delivery			9,000
640 · Equipment (Simpleview)			42,500
662 · Travel			34,000
663 · Business Meals & Entertainment			10,000
664 · Trade Shows			
MPI WEC - Salt Lake City	\$		5,500
MPI NoCAL - February 2010			2,500
MPI SoCAL - March 2010			1,500
MPI OC - April 2010			1,500
MPI Sunbelt - November 2009			2,500
CalSAE Seasonal Spectacular - December 2009			5,000
CalSAE Annual Conference - April 2010			4,000
HSMAI West Coast - June 2010			4,000
HSMAI East Coast - June 2010			5,500
HSMAI MidAmerica - June 2010			5,000
Destination Showcase Washington DC - Feb. 2010			7,000
Destination Showcase Chicago - June 2010			6,000
Springtime in the Park - April 2010			7,000
SGMP Annual Conference - May 2010			6,000
Incentive Travel Forum			8,000
CBI West Coast - September 2009			6,000
CBI East Coast - March 2010			8,000
Conference Direct Annual - March 2010			7,000
HelmsBriscoe Annual - January 2010			6,000
FICP Chapter Meetings			7,500
Miscellaneous			<u>15,288</u>
664 · Trade Shows Subtotal			120,788
665 · Team Functions/Meetings			2,500
668 · Printing Fees			2,500
670 · Advertising Meetings			
Online Advertising	\$		51,280
Print Advertising			68,951
Combination Online & Print Advertising			75,000
Production Costs			15,000
Miscellaneous			<u>39,769</u>
672 · Advertising Production Subtotal			250,000
672 · Advertising Production			10,000

675 · Sales Blitz		
San Francisco Sales Mission - February 2010	\$	6,000
San Diego Sales Mission - August 2009		6,000
Sacramento Sales Mission - December 2009		4,000
Los Angeles Sales Mission - Quarterly		10,000
Denver Sales Trip - October 2009		3,000
Phoenix Sales Trip - November 2009		2,500
Dallas Sales Trip - February 2010		4,000
Houston Sales Trip - October 2009		4,000
Minneapolis Sales Trip - July 2009		4,000
Chicago Sales Trip - June 2010		3,500
Kansas City Sales Trip - November 2009		3,000
St. Louis Sales Trip - January 2010		3,000
New York & Philadelphia Sales Trip - May 2010		6,000
Boston Sales Trip - March 2010		4,000
Receptions & Events for Sales Trips		<u>10,000</u>
675 · Sales Blitz Subtotal		73,000
676 · Newsletter		2,500
678 · Database / Mail Lists		10,000
679 · Site Inspections		10,000
687 · Local Meeting Events		
687.1 · Annual Dinner	\$	-
687.2 · Lunch & Learn		-
687 · Local Meeting Events - Other		<u>10,000</u>
687 · Local Meeting Events Subtotal		10,000
688 · Professional Membership / Subscriptions		15,000
690 · Research		10,000
691 · Education		10,000
693 · Sponsorships		50,000
694 · Special Promotions		18,057
700 · Satellite Offices		
700.1 · Satellite - Mileage	\$	4,000
700.2 · Satellite - Other Travel		2,000
700.3 · Satellite - Supplies		500
700.4 · Satellite - Phone		<u>3,800</u>
700 · Satellite Offices Subtotal		10,300
TOTAL CONFERENCE SALES	\$	1,476,470