



How A CVB Informs and Influences Decisions by Meetings & Event Planners

DCVB

Inventory of all meeting and convention facilities and services.
 Research = Identify strengths, weaknesses, opportunities, and threats to improve Durham as a destination for meetings, conventions, and trade shows.
 Research to identify the characteristics of decision makers likely to meet in Durham
Prospecting- phone, email, office visits – identify organizations with potential to meet in Durham
Sales promotions like displays at trade shows targeting meeting planners and site decision makers
Spearhead cooperative sales promotions with Durham lodging properties, meeting facilities, features, and services.
Participate in other sales blitzes to other communities serving as headquarter centers for organizations that produce meetings, conventions, and other trade shows.

3

Overall branding and positioning of Durham as a venue/destination for meetings and conventions.

2

Creation of literature and customised webpages to distribute information about Durham.

2

Publicity and niche media advertising- create awareness and inquiry among meetings planners and site decision makers

3,7,8

Hosting for up-close familiarization tours and site inspections for potential events held in Durham

5

Serving as a one-stop clearinghouse to help organizations with potential meetings, conventions, tradeshow to collect and conform information from individual hotels, air carriers, car rentals, etc.

3,4

Preparing and presenting formal proposals to address RFPs for special conventions and meetings

5

Working in the backgrounds on behalf of individual hotels on bids for smaller meetings or meetings returning to Durham.

10,11

Once Durham is selected as the destination meetings, providing attendance promotions assistance including:

- Providing online pre-arrival housing registration.
- Providing literature, graphics, and publicity backgrounders for the planner to incorporate into publicity and pre-mailings.
- Help to organize transportation shuttles for groups using two or more properties.
- Provide a convention services directory to assist in planning
- Providing literature kiosks and hospitality staffing for registration desks

12,13

Roundtables and workshops to orient local businesses on how to serve meetings and convention planners/attendees

12,13

Conducting after action summaries for the planner and surveys of planners and attendees to benchmark satisfaction

DURHAM
 Convention & Visitors Bureau

AN ACCREDITED DESTINATION MARKETING ORGANIZATION



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