



## Marketing Destinations and Venues for Conferences, Conventions and Business Events: A Partnership Approach

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Positioning and profiling a brand, creating recognition and trust, generating a predisposition to buy on the part of conference clients, are the result of developing appropriate strategies and campaigns. They demand huge investments of time and resources in a world which, today, is often described as a 'global village'. Competition is intense and increases by the day.

At the same time marketing budgets, especially those deriving from public sector bodies, may be reducing rather than expanding. Yet there is still the challenge and requirement to produce ever greater returns on the investments in marketing that are being made.

It is in this context that the benefits of working with key strategic partners become a major consideration for destination and venue marketers.

The job of a destination marketing organisation (DMO) is to **build consensus** and get everyone together in order to win the business for the destination.

A DMO needs to offer **leadership** to the destination and create a sense of **cohesion** within that destination. This could mean, for example, that the DMO will discuss accommodation rates being offered by a number of hotels and seek their commitment to a set of rates which can then be guaranteed to the client as part of the event bidding process, even though the event itself may be several years ahead.

The DMO can fulfil an important **communications role** in ensuring that venues, visitor attractions, restaurants, retail outlets, transport operators, the local municipality and the wider business community are all aware that a major event is coming to town.

The DMO is probably the only destination body able to fulfil this vital **co-ordinating role**, combining its strengths as a neutral, impartial body with its detailed knowledge of the network of destination suppliers to create a true destination partnership and an image of a properly coordinated destination.

The presentation will highlight a number of practical ways in which DMOs, venues, PCOs, and the wider community can establish effective partnerships, and will include several international case studies.