



JERSEY CONFERENCE BUREAU

PARTNERSHIP & MARKETING OPPORTUNITIES

2010

Purpose and Role of the Jersey Conference Bureau

The role of the Bureau

The Jersey Conference Bureau is a marketing body, working on behalf of the Island and with its conference and incentive suppliers to encourage the development and growth of business tourism to the Island from the UK, established markets in Europe and to explore potential growth markets further a field. We provide focus and co-ordination for the industry to generate an increase in the meeting, conference and incentive business in Jersey.

Formed in 1996, the Bureau is a public private partnership between Jersey Tourism on behalf of EDD and conference industry suppliers. In 2010, the JCB will receive £240,000 worth of funding from the Economic Development Department and an anticipated £112,000 from the private sector through partnership fees. The Bureau also receives business support, PR activities and advice, rent and IT services on a gratis basis from Jersey Tourism worth approximately £60,000 per year. This support enables us to direct approximately two-thirds of our total funds to direct marketing activities.

The Bureau is neither a booking agency nor a destination management company. The Bureau actively promotes customers to enquire direct to hotels, venues and service providers and gives impartial and balanced information to customers upon request which, in the Bureau's belief, is in the best interests of the customer.

Management Committee

Bureau partners elect a management committee who are responsible for two full time officers. The committee currently comprises a Chairman, Senator Alan Maclean, an EDD representative, a Jersey Hospitality Association representative and up to 5 elected partners. Currently these are John Vibert (Hotel de France), Martin Kelly (L'Horizon Hotel), Matthew Jones (Jersey Pottery), Anna Dowling (Grand Jersey) and Patrick Burke (Atlantic Hotel). David de Carteret represents the EDD and Gerald Fletcher the JHA.

Political Support

Senator Alan Maclean is Chairman of the Bureau and is currently Minister of Economic Development.

Awards and Recognition

The 2009 Direct Marketing Campaign won the Silver Award at the MIMAs.

The 2009 Conference Guide won the Gold Award for Best Brochure at the MIMAs – it also won the Gold Award in 2008 and 2007.

2009 M&IT Awards Silver for Best UK Convention Bureau.

Hamish Reid received the M&IT Awards Industry Personality of the Year 2009

Overview of Jersey's Meetings, Conference and Incentive Market

Value of Conference Business to the Island and future expectations

Visit Britain's 'Delegate Expenditure Survey published since 1997 and supported by UK National Tourist Boards, calculates that each corporate conference delegate is worth an estimated £459 per day to the local economy (£461 for association delegates). We prefer to use figures of £375 and £345 which take into account local factors, VAT and reflection of lower duty rates in Jersey. In 2008 conference business of 36,000 bed nights was worth approximately £13million. In 2009 the estimated figure from 39,000 bed nights is £15million. It is estimated the spend is broken down as follows:

	CORPORATE		ASSOCIATION	
	£	%	£	%
Individual spend				
Overnight accommodation before/after	10	3	35	10
Local travel at conference destination	5	1	20	6
Food & drink at conference	20	5	25	7
Food and drink before/after conference	5	1	30	9
Evening events/entertainment	10	3	25	7
Shopping & gifts	20	5	20	6
Activities	5	1	20	6
Company spend				
Overnight Accommodation	140	37	115	33
Food & drink at conference	50	13		
Activities	25	7		
Delegate rate	50	13	35	10
Audio visual	15	4	10	3
Transfers	20	5	10	3
	375	100	345	100

The acquisition cost is approx £1:£70-73

Average Delegates

The figures represent averages collated for the period 2002-2009.

The average number of delegates for an Association conference is 200 and for a corporate conference 40, 65% of delegates are corporate and 35% from associations. 85% travel to the Island by air and 15% by sea. 86% of the market originates from the UK and Ireland, 5% from Germany, 6% from France and 2% from other European countries.

Type of Market

Types of conference range widely, from companies holding sales conferences for around 250 delegates, to associations holding annual conferences for 900 delegates, as well as small executive meetings for 5-10 people, incentive/activity/team building groups, exhibitions and product launches.

Due to the size, and nature of product, many of the hotels are often competing in proposals with UK and European hotels, rather than against each other. We sell both horizontally across industries to promote the Jersey brand and vertically to individual segment to promote the industry's product positioning within the meetings market to ensure that the different types of product available are all represented.

Average Length of Stay

The average length of stay is just over 3 nights with association delegates staying on average 4 and corporate delegates 2.5. Typically many delegates combine their conference with a long-weekend stay. The main conference seasons are from February to June and September to November. The market complements leisure tourism by being predominantly in the shoulder periods and assists in extending the main summer season.

Marketing Plan 2009

The Jersey Conference Bureau offers a wide range of services as part of each partner's fee.

Marketing Opportunities – How to get involved

In addition to the services included in partnership fees we also offer a variety of further marketing opportunities for partners to take advantage of. There are charges for some of these but they are significantly better value than trying to go it alone. These opportunities

exist in a number of areas including internet marketing, traditional mail shots, exhibiting at trade shows and PR.

By taking advantage of these opportunities, partners are able to communicate in a cost effective way with a wide audience of buyers.

Brand

At the very nucleus of the Jersey brand adopted in 2007 was the question of how we can position Jersey as a sophisticated and contemporary place to visit and hence we are fully committed to the new brand. There are complexities involved in capturing the essence of a multi-attributed destination with a succinct and focused brand position, and we feel the new brand allows us to do this in a way that is both meaningful to the multiplicity of target audiences and effectively differentiates the destination from our competitors.

Brand Promise

The Jersey brand promise is "Life Enriching". We have a line extension of this:

"We promise that every conference visitor to Jersey will feel enriched. They will feel motivated and enjoy an Island that is easy to get to and get around. They will experience a 'can do' spirit in a dynamic atmosphere. They will be relaxed and unhurried, yet informed, stimulated and inspired. They will get pleasure from first class facilities and services in a destination that has a commitment to the future and values its environment and preservation of its heritage".

The promise describes the attributes we believe our partners possess and we need to embody if we're going to add to a more successful destination and bring greater economic return to the Island.

Our 'brand promise' is not an external tool but the pledge we want to make to ourselves that everyone will experience when they hold an event in Jersey. It is a promise that we feel captures the essence of the Jersey visitor experience and highlights our unique attributes that make us distinct from other competing destinations. It allows us to begin with the end in mind and forms the basis to our decision making for our creative work and is a cornerstone to how we promote the conference suppliers of the Island.

It should be emphasized that the brand promise is not a new logo or an advertising tagline and it works along with the Life Enriching promise. It's more of an attitude and a call to action. If we're not consistently at the top of our game and don't deliver on the promise, we will not be able to fully benefit on the attributes that differentiates Jersey from other destinations and not reach our potential as a conference destination.

Markets

United Kingdom Markets

Our primary market will be the UK, and in particular, associations and intermediary agencies. The agency segment is getting larger with the growth of full service agencies.

Intermediaries offer a cost effective way of building knowledge within a number of their clients, creating awareness for all types of meetings of different size and budget. There are almost 700 recognised agencies in the UK of which 80 are regarded as key accounts.

Association conferences play an important part of our market mix. These have become increasingly professional and the distinction between them and corporate conferences is becoming less clear than it was a few years ago.

Sales appointments are conducted year-round with these buyers and we visit over 150 a year. We also ensure that relevant individuals attend educational trips to the Island.

European Markets

For 2010 the plan is to continue to concentrate our European marketing into the following markets: France, Benelux, Germany.

Communicating with our Target Markets

Database Management

The Bureau has a comprehensive database consisting of conference and incentive buyers.

The database comprises in excess of 13,000 buyers of which over 6,500 are opted in for third party mailings. These are refreshed on an annual basis and are drawn from a number of marketing campaigns, attendance at trade shows and purchasing of third party databases. It reflects the key conference purchasers in several geographic markets. We have also built up an extensive e-mail address database to complement this. We now have over 4000 e-mail addresses of names of conference buyers and organisers in the UK. In addition we also have over 1500 for European organisers. We also buy into various other databases such as Target Response, M&IT and RGA.

Our database is subject to and adheres to the UK Data Protection Act 1998 (as that is where Data is collected). Therefore we are allowed to conduct e-mail and mail campaigns on your behalf as owners of the data.

Mailing Communication

Conference and Incentive Guide

The 2009-10 Guide won the 2009 Gold Award for Best Destination Brochure at the MIMA Awards which recognise marketing excellence in the events industry.

The Jersey Conference and Incentive Guide will be produced in early 2010. The guide is a buyer-friendly reference guide to the Island's facilities, transport links and services available. The guide will reflect the brand guidelines as part of the Jersey brand.

We mail out copies of the guide in both electronic and printed versions to over 15,000 buyers. Approximately 500 are distributed on Island as part of the Ambassador Programme.

An e-book version of the Conference Guide appears on the website. This can be viewed as an e-book or downloaded.

Direct Mail

This will be an area of increased activity in 2010 – with a continued move towards more printed items. Direct Mail will be done with in house and with blind data from companies such as Conference Blue and Green, Target Response, RGA as well as other suppliers.

These mailings are done throughout the year. All partners are welcome to submit ideas for inclusion. For instance these may be tailored mailings with a call to action for attendance at the trade shows and other generic information.

Trade Shows

Trade shows represent a significant investment. They are a key activity as they offer a cost effective way for partners to meet new buyers and existing clients. They are also an important part of keeping the image of Jersey as a conference destination firmly in the buyer's mind.

The Bureau maintains a presence at many UK and European major conference trade exhibitions and niche shows. As partners you are entitled to buy into our attendance at these shows. This represents a significant cost saving to exhibiting alone and has additional benefits of increased pre-show marketing.

International Confex – London - February
Events & Venues Show – London - September
IMEX – Frankfurt - May

Additionally if there are other events not listed that members wish to attend please contact the Bureau to discuss joint activity.

FORUMS

We also attend a number of forums selling Jersey. At some of these there is the possibility to participate with us, normally at 50% of the total cost and at others there is the Partnership Support funding available.

Confec Red - February
Event Organisers Forum - September
Venues& Destination Forum - November

Advertising

In 2010 we will concentrate on two of the industry's popular websites. Adverts will hyperlink to a special offers page on the JCB website which will feature offers exclusively for Principal and Partner members.

Our advertising assists in supporting articles written about the Island's conference and incentive industry in UK and European media.

Advertising support

On a PR front we work very hard to secure articles about the Island in the relevant media. The meetings media is very advertising driven and to secure articles the publishers need to know they will get a return from the article being included. The magazines are all free to business subscribers and therefore advertising is their only means of revenue.

Therefore to secure articles we often agree a minimum advertising commitment with the magazine. It is also important and beneficial that the article features adverts from a mixture of Island facilities and therefore to assist Principal Partners and Partners in advertising we offer to reimburse a percentage of the cost of the advert net of any VAT and upon receipt of the publication's original invoice. We will advise you when this opportunity is available.

Adverts

As adverts are aimed at the intermediary and corporate/association buyers there is a strong need to get across the following:

- The value
- The redevelopment, choice and quality of the hotel infrastructure
- The ease of access and number of departure points
- The range of activities
- To position Jersey as a major choice destination.

The call to action on our adverts is normally to the website where specific landing pages can be constructed to emphasise the specific message.

Website

The website is used very much as an information and introduction portal to partners services.

An e-book version of the Conference Guide appears on the website. This can be viewed as an e-book or downloaded.

Over 7400 unique users visited the website last year

Public Relations

PR is important as it establishes goodwill between the destination and potential buyers. PR is perceived to be a neutral source of information and in turn this information is viewed with greater credibility due to a perceived lack of bias.

Promotions and sales calls

Members are invited to contact us to discuss support for promotions in target markets such as entering Awards schemes, attending Awards Dinners and other industry events.

The Bureau also conducts numerous sales appointments, organises and participates in client events such as golf days, MPI and Eventia functions, NTO client meetings and corporate entertainment during the year – special offers and news should be communicated to us to ensure we are able to best promote individual partners. We also deliver a number of Christmas and Easter seasonal hampers as gratitude to specific clients – please inform us of clients you consider it would be worthwhile for us to thank.

Familiarisation Visits / Educational Events

Familiarisation trips and site inspection trips are an important activity. They can change any negative perceptions into positives. It gives key buyers and influencers a chance to sample the product and generates positive word-of-mouth.

We host a number of organised familiarisation trips with designated itineraries. These trips are market led, such as Associations or Intermediaries.

We also support partners in bringing potential clients with provisional bookings to the Island, by air or sea in order to secure confirmations. Hosting can also be done on these occasions if the partner is unable to arrange a suitable itinerary.

In 2010, we envisage bringing approximately 120 buyers to the Island. Partners wishing to lend their support are encouraged to let us know.

Partnerships with other Industry Organisations

We work closely with trade show organisers and national bodies such as ICCA, Eventia, Visit London and Visit Britain to ensure we are offering the largest range of benefits and the best possible value to partners. These close links are often destination led and not offered to private parties, however the benefits most certainly are.

Jersey Conference Bureau Ambassador Programme

This was set up in summer 2008 to stimulate local business individuals to consider bringing events to the Island. One of the points of the new branding was to reawaken a sense of pride amongst the community. By communicating the improvements and choice of venues in the Island on an ambassador platform we believe this can deliver growth from within the Island.

The Ambassador programme will make it easier for these individuals to learn about the various facilities and where they can go for free assistance to successfully bring events to the Island. This will not only cover corporate companies based in the Island but a key objective will be to drive more association, especially regional, meetings to the Island by targeting the members from these associations based in the Island.

It is hoped that a series of events will be held locally to promote this initiative with a deliberate effort made to recruit high profile business leaders. This is not a huge investment – some printed collateral will be distributed locally and a specific landing page created for

ambassadors off our main website allowing them easy access to information will also be created.

Association Business

Subvention

The Association sector is an important part of our business mix and the benefits are filtered throughout all levels of the industry. We operate a Subvention Policy to encourage this business, the details of which are on our website.

Working in partnership with the Bureau

Who and what is membership?

In 2009 the membership of the Bureau included hotels and venues, ground handlers, destination management companies, airlines, ferry operators, conference centres, support services, activity venues, audio visual suppliers, restaurants, car hire companies and a number of other services within the Island.

Why join?

Partners benefit from incoming business and the conference business benefits the Island as a whole, e.g. restaurants, taxis, shops, tourist attractions and is a valuable source of tax income. Membership is also important to endorse the statement that Jersey takes this market seriously.

Types of Membership

The Jersey Conference Bureau has approximately 50 partners, with three membership types: Principal Partner, Partner and Support Partner. Up to two non hotel companies can share a Principal Partner level (e.g. venue and caterer) – however only one can receive the benefits. Other levels cannot be 'joint'.

Principal Partner – Benefits

Principal Partners will be those companies that view the contribution from conferences to be a significant part of their business. They will actively promote their products – by attending trade shows etc.

- Double page spread in JCB brochure (worth £3000)
- Listings plus full page on website
- 40% support for advertising in meetings media
- 25% support for e-mailing or mailing campaigns
- Contribution towards travel (max £65) and accommodation (50%) for specific trade shows (one employee per Principal Partner)
- Brochure representation at all trade shows
- Attendance at Confex, IMEX, and Events & Venues Show
- Database assistance
- Participation in familiarisation trips
- Opportunity to feature in JCB e-mail shots
- Promotion to visiting journalists and PR activities
- Joint financial sponsorship opportunities with Bureau for FAM invites

- Advertising opportunities with the JCB on generic adverts in trade press
- Additional free ¼ page and additional web listing for additional primary restaurant/service
- Special offers on website
- Listing in Square Meal Guide and on Square Meal website (worth £2000)
- Membership of Eventia (worth £1000)

Partner – Benefits

Partners of the Bureau will be those businesses that benefit, in principle, from conferences and incentives, but due to limited resources are unable to be fully active in the marketplace. They would not exhibit at all trade shows but perhaps select one of primary benefit.

- One page in JCB brochure (worth £1600)
- Listings plus full page on website
- 25% support for advertising in meetings media
- 15% support for e-mailing or mailing campaigns
- Contribution towards travel (max £65) and accommodation (25%) for trade shows (one employee per Partner)
- Opportunity to attend trade shows, subject to availability: Confex: (£1500 hotels, £500 non-hotels), IMEX (£500, hotels £750), and Events & Venues (£400, hotels £750)
- Database assistance
- Potential participation in familiarisation trips
- Opportunity to feature in JCB e-mail shots
- Potential promotion to visiting journalists and PR activities
- Reduced rate for additional ¼ page and additional web listing for additional primary restaurant/service (cost of £400)
- Special offers on website
- Joint financial sponsorship opportunities with Bureau for FAM invites

Support Partner – Benefits

Support Partners will be companies who wish to be a part of the industry, as their business and services benefit both indirectly and on occasion directly from visiting delegates. These companies primarily wish to raise their profile and build awareness of their business by appearing in the brochure, on the website and in e-mail newsletters.

- ¼ page listing in JCB brochure (worth £600)
- Opportunity to purchase additional brochure space to enhance 1/4 page listing subject to availability
- Listing on website
- Potential participation in familiarisation trips and site visits.

Membership Fees

Prices are fixed for Principal, Partner and Support Partners with the exception of hotels where prices are set per en-suite room and based on their specific star rating. Hotels as

Principals, Partners or Support Partners pay a minimum of £3750, £2500 or £600 respectively. Restaurants pay a £350 support membership fee.

	Non-hotels	Hotels		
		4/5 star	3 star	2 star
Principal	£3750	£76		
Partner	£2500	£40	£37	
Support	£600	£21	£12	£8

Membership Year

The marketing plan and members benefits year runs from 1st January – 31st December 2010 however businesses are welcome to join during the year with and payment of membership fees are to be received by 18th December 2009. Full payments received by November 20th qualify for a discount. Please request details.

Partners do have the option to spread their membership fee over 3 instalments with 50% as the initial payment. Payable 50% by December 18th, 25% by March 26th and 25% by June 25th.

Annual General Meeting

Principal Partners and Partners receive one vote for applicable issues and can be nominated to stand for election to the Bureau Management Committee. Support Partners will also be invited to attend the AGM, but are unable to vote.

Principal and Partner Meetings

To encourage ongoing feedback and suggestions, Principal Partners and Partners will be invited to a regular discussion forum with the Bureau officers. These will enable packages and products to be discussed and agreed to ensure the activities undertaken best reflect the needs of the Island and the partners of the Bureau.



Sage Code

2009

2010
proposed

Variance

EDD / Tourism Funding	004007	235958	240000	4042
Membership fees	004000	111000	112000	1000
Misc Income	004008	13500	8500	-5000
Income from Trade Shows	004001	6500	12500	6000
Bank Interest	004100	1057	100	-957
		368015	373100	5085
ADMIN BUDGET				
Salaries	007003	81000	82000	1000
Office expenses	007500	5000	5000	0
Postage	007501	500	500	0
Trustee, Enforcer Fees	007600	1700	1700	0
Office Equipment	007520	1000	1000	0
Audit & Accountancy Fees	007601	4000	4000	0
Employers NI & SS	007006	8250	8300	50
Transport	007400	2500	2500	0
Employers Pension Contributions	007005	3250	3600	350
Insurance	007004	550	550	0
Annual Return Fee	007602	100	100	0
Board meeting expenses	007008	250	250	0
		108100	109500	1400
Sales and Marketing Budget				
SUBVENTION BUDGET				
Subvention charges	006000	25000	18000	-7000
PUBLICATIONS				
Jersey Conference Guide	127100	13500	13500	0
Mailings	127101	36000	39000	3000
Database Management	127103	1000		-1000
TRADE SHOWS				
International Confex	127200	28000	18500	-9500
EIBTM	127201	5000	1000	-4000
IMEX	127208	660	7500	6840
Venues & Events	127211	6500	8000	1500
Rotary International Event			3000	3000
Stand designs	127206	22000	18500	-3500
Trade show expenses	127207	7000	8500	1500
Eventia Conference		1000	1000	0
Forums	127210	8500	13000	4500
VISITS AND PRESENTATIONS				
Entertainment	127403	4000	6000	2000
Fam Trips	127404	20000	32500	12500
Inspections & Presentations	127406	9700	10000	300
Sales calls / roadshows	127405	10200	11200	1000
PROMOTIONS & ADVERTISING				
Association Memberships - Eventia	127503	1700	5200	3500
Association Memberships - ICCA			4000	4000
Promotions	127501	2800	4500	1700
Advertising	127502	47255	37500	-9755
PUBLIC RELATIONS				
Media entertaining and fam trips	127600	750	700	-50
IT MARKETING				
Website	127700	3500	1000	-2500
E-mail marketing	127702	400		-400
OTHER				
Reserve	007700	5450	1500	-3950
		259915	263600	3685
TOTAL		368015	373100	5085