



JERSEY CONFERENCE BUREAU

BUSINESS ACTIVITY PLAN

2011

Business Activity Plan 2011

This year we are making significant changes to the activities we undertake. This has been agreed after consultation with Principal and Partners of the Bureau.

Role

Formed in 1996, the Bureau is a public private partnership between Jersey Tourism (on behalf of EDD) and conference industry suppliers. In 2011, the JCB will receive £220,500 worth of funding from the Economic Development Department and an anticipated £110,000 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 does not handle leads and 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.

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:

"Jersey's suppliers 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 need to embody to add to a more successful destination and bring greater economic return to the Island.

The 'brand promise' is not an external tool but the pledge made for everyone to 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 the Island's 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 suppliers are not consistently at the top of their game and don't deliver on the promise, the industry 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

The 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. In addition we undertake activity in France and Germany and to a lesser extent Scandinavia, Holland and Belgium.

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 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. In late 2011 we intend to employ an additional sales person in the UK. With this resource we aim to increase in 2011 to 200+ appointments with a target to reach over 1000 buyers and in 2012 to 250+ appointments and reach over 1200 buyers. We will also aim to organise biannual road shows visiting the major UK agencies with partner participants.

Database Management

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

The database comprises in excess of 18,000 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 events 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 'rent' certain records and conduct qualified e-mail and mail campaigns on your behalf.

Conference and Incentive Guide

We will not be producing a printed guide in 2011 to the same quantities as in previous years. We will continue to produce an e-guide in the same format as the current guide. In addition we will be making a number of changes to the website, making this a more dynamic portal, allowing partners to put much more information on. The website has been the call to action for a number of years and activity will now concentrate there.

Direct Marketing

Direct Marketing. This contains provision for direct mail (we sent out 80,000 pieces in 2010) and e-marketing messages (214,000 in 2010). Direct mail does have a longer shelf life (e.g. put on notice boards etc) and is used more with intermediaries and associations. E-marketing can have a wish/fulfil impact and is a cost effective medium for corporate buyers.

The call to action is to visit the website and specific pages. In the last year messages that are industry related, e.g. exchange rates, TOMS, volcano/flight issues have had far greater impact than special offer messages. Direct mail is responsible for 22% of our web traffic. E-mail marketing accounts for 3% of visitors. Our market is saturated with e-mail marketing and a massive proportion is deleted without being opened. It is our recommendation that we continue with both e-marketing and direct mail as part of our DM campaign.

We will also develop further a SM plan utilising JT services where possible to provide back up.

This will include launching relevant social media channels, which will act as consistently updated online marketing and brand communications tools in order to build awareness of Jersey and its offer for the conference, events and incentives market.

Build an online following of events industry professionals and corporate event planners interested in Jersey and news of its evolving business offer.

Post relevant and regular marketing and promotional tweets on Twitter, liaise with JT over brand messaging, and drive Twitter followers back to the Conference Bureau's website and / or to relevant media articles and specific hotel and Jersey supplier sites.

Communicate brand values, answer online enquiries and feedback via liaison with suppliers and keep this social media channel active and updated.

Grow the social media strategy into agreed relevant channels and interaction with LinkedIn industry groups and online discussion forums.

Trade Shows

Trade shows represent a high investment. We are reducing this in 2011 as we believe that they are not a cost effective platform anymore with the exception of International Confex where we will have a continued presence and possibly the Venue & Events Show

2011 International Confex. March 1-3 Earls Court, London

2011 Venues & Events, September, London

Advertising

In 2010 we concentrated our advertising on the two main industry internet sites. [Square Meal.co.uk](http://SquareMeal.co.uk) and Meetpie.com and a campaign through Google Adwords. With Square Meal we pay for listings for Principal partners – this has resulted in over 13000 views. We will continue the Square Meal listings for 2011 but measure their effectiveness during the year. Other advertising is to support destination articles in relevant trade media. We will continue with a Google campaign working in close conjunction with suppliers regarding specific offers therefore moving away from a generic Jersey sell.

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

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 used to emphasise the specific message.

Website

The website has received just over 50,000 visits this year to date with October and November being the highest visited months on record with a combined 14,000 visits. The site has been visited by nearly 10,000 visitors.

Mobile jersey and App. We will be developing a mobile site www.mobilejersey.com and a front page app so mobile sites can be accessed through venue Wi-Fi . This mobile site would have more content on aimed at business visitors/delegates once in the Island. Restaurants and third party reviews from Square Meal etc, retail, links to taxi companies, air and sea transport providers etc. It will also have a Twitter feed account so that for each conference the organisers can create a hash tag for their event and individuals can tweet through the mobile platform regarding the event in Jersey. We can then re-tweet positive comments as part of our SM strategy. This can also be used for time specific offers for restaurants, retailers to promote to conference delegates.

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 and other industry events.

The Bureau also conducts numerous sales appointments, organises and participates in client events such as ICCA 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.

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.

The financial provision is for flights, activities and other costs. It is expected that partners will provide accommodation, meals on a gratis basis. We typically budget at £300 per attendee. In 2011 we aim to host 200 UK and European buyers.

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

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

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.

Subvention will only be given if the client is using a Partner or Principal Partner of the Conference Bureau for their venue. In addition subvention may be withdrawn if the client is using a third party agency/DMC/TMC that is not a Partner or Principal Partner of the Conference Bureau.

Working in partnership with the Bureau

Who and what is membership?

In 2010 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 participating in events and marketing activities.

- Enhanced listings on website and DPS in E-Guide
- Enhanced promotion in the E- Solution brochure
- Attendance at International Confex
- Database rental and assistance
- Participation in familiarisation trips and financial sponsorship opportunities with Bureau for own FAMS
- Opportunity to feature in JCB e-mail shots
- Promotion to visiting journalists and PR activities
- Additional web listing for up to 6 additional restaurant/spa/bars/services etc on website and listings on mobilejersey.com
- Special offers on website
- Listing for hotel and restaurant in the Square Meal Guide and on Square Meal website (worth £3000)

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.

- Listings on website and Full Page in E-Guide
- References in E- Solution promotion
- Opportunity to attend: International Confex: (£1500 hotels, £500 non-hotels)
- Potential participation in familiarisation trips

- Opportunity to feature in JCB e-mail shots
- Potential promotion to visiting journalists and PR activities
- Additional web listing for one additional restaurant/service on website and listing on mobilejersey.com

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 on the website and related activities.

- Listing on website
- Potential participation in familiarisation trips and site visits.
- Listing on mobilejersey.com

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	£2425	£48	£37	
Support	£600	£21	£12	£8

Membership Year

The marketing plan and members benefits year runs from 1st January – 31st December 2011 – there are discounts for those that pay promptly within 3 weeks of invoice.

Principal and Partner Meetings

To encourage ongoing feedback and suggestions, 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. We will also be communicating on a monthly basis activity undertaken.