

## Jersey Conference Bureau

November 2011

### Report

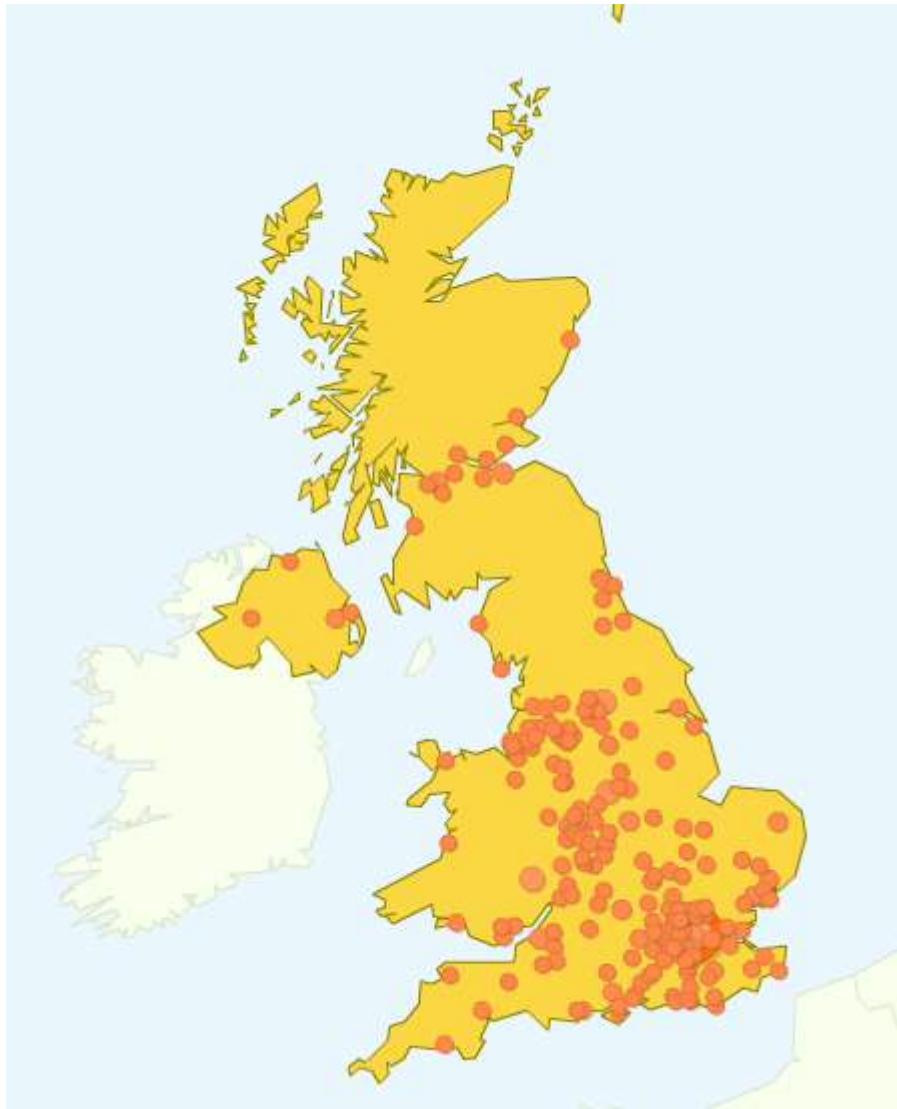
[www.jerseyconferences.com](http://www.jerseyconferences.com)

1186 visits from Northern and Western Europe.

There were 797 visits from the UK. 89.08% of these were new visits.

There were 98 visits from Jersey. 69.39% of these were new visits.

Whilst not market we promote to there is good use by local businesses searching our site for venues. In the last 3 months 272 visits have been made.



France 27 visits, Germany 52, Netherlands 51 visits, Norway 13.

Tag Cloud shows the most common search terms. For more details please ask as we can assist with Google PPC etc and Keyword search.



[www.mobilejersey.com](http://www.mobilejersey.com)

136 visits from UK and Jersey.

**UK & Europe Offers:**

**The market place continues to be very competitive with aggressive offers being proactively marketed by venues.**

Loyalty brings rewards in 2012

Book 10 events at any EEF Venue in 2012 and claim one of three team-focused treats for up to 40 people to enjoy.

As a huge “thank you” to our much-valued customers, we’re rewarding your loyalty in 2012 by offering you a choice of a FREE team away-day for up to 40 people, an exquisite Christmas lunch, or a sizzling summer barbeque when you book 10 events for 25 or more delegates at any one of our [four venues](#) over the course of 2012

\*\*

Confirm an event for 2012 at Central Hall Westminster before Christmas and receive a traditional hamper from the world-renowned department store Fortnum & Mason

Radisson Edwardian Hotels is offering one in every ten spaces on our daily or 24-hour delegate rate packages complimentary for bookings until 29 February 2012.

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Due to late cancellations, the ICC Birmingham is able to offer outstanding opportunities to event organisers at one of the most coveted times of the year: - 15% commission on bookings through agents.

\*\*

Get double shopping vouchers when you book your event at Forest Pines Hotel & Golf Resort  
Book an event at Forest Pines Hotel & Golf Resort to take place between 2nd January - 1st July 2012 and receive £20 of shopping vouchers for every £1,000 of conference business placed.

\*\*

Pestana Chelsea Bridge Hotel & Spa. Enjoy up to 30% less on your 2012 conference!  
From £184 for residential meetings. Bookings must be made by the 29th of December 2011. Offer applies to selected dates in January, February and March 2012.

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Park Plaza DDR offers

LEEDS

Park Plaza Leeds - £25.00

CARDIFF

Park Plaza Cardiff - £30.00

BELFAST

Park Plaza Belfast - £30.00

NOTTINGHAM

Park Plaza Nottingham - £25.00

\*\*

Kents Hill Park – 330 bedroom hotel. Get 1/3<sup>rd</sup> off all new business between 1<sup>st</sup> November & 31<sup>st</sup> January.

### **E-Mail and Direct Mail Activity**

Longueville Manor – 7115 e-mails promoting 1<sup>st</sup> quarter offer to UK corporate clients achieving a 5.51% click thru rate.

M&IT Email. Sent to over 20,000 event professional subscribers of Best Bytes. "£160 meeting package available at the only AA Five Red Star luxury hotel in Jersey until March 31"

Despatch 425 brochures to corporate buyers.

Also sent another 7945 emails with a generic Jersey message post QR code fam trip achieving a 5.32% click to open rate.

**Date for diary:** International Confex 6-8 March 2012

### **Sales**

These have been made with the following companies:

Crawford Communications

Credit Suisse

Katoka Projects

NB Events

Manpower Plc

BCD

Chambers Travel

MC Saatchi

Reed & Mackay

Events Focus England

Marks & Spencers

Gyro Live

Covance

R Twining & Co

William Hill

Rothschild

Kwik Fit

Elsevier

Kuoni DMC

Celgene

Dunnhumby

Touch Associates

DBMT

K Events

Universal World Events

### **Trade events**

We have also attended/participated at the Eventia Awards, the C&IT Excellence Awards, Zibrant Pharma Events Forum.

### **Enquiries:**

This month we have handled and assisted enquiries on behalf of the following companies:

The Cavendish Group 2012 / 150 pax

CoEvents

Marbet (Zurich) incentive 24 pax

Kuoni (London) 2012 / 50-70 pax April 12

Helmsbriscoe (Rugby Tournament)

Celgene January 12 90 pax

ATCM (Town Centre Managers) July 2012 & 2013 135 pax

Universal World Events

### **Site Inspections**

Rotary 1120 (second visit)

Fam trip – we held a one day fam trip with participants from companies that have expressed interest in Jersey.

Reflex Event Management

International Federation of the Periodical Press

Adding Value

Conference People

Drivers Jones Deloitte

UK Youth

London Court International Arbitration

Red Brick Road & Ruby

Heidrick & Struggles

Pickled Egg Events

Kuoni DMC

Reservations 2000

Kenexa

Bosch UK

Carlson Wagonlit  
Pavillion  
M&IT Magazine

The event was tweeted by M&IT during the day to their 3500 followers. They also covered the piece on their website.

<http://www.meetpie.com/Modules/NewsModule/NewsDetails.aspx?newsid=14961>

2 hotels took advantage of the opportunity to bring clients to the day. We will repeat the event in the spring 2012.

“My compliments to the Jersey Conference Bureau for the most innovative idea I have seen for a fam trip in a very long time” Claire Jones FIPP. Kim Paulden from the BNC who attended also e-mailed over 1000 corporate buyers about the activity with comments he picked up from buyers during the day.

### **Social Media**

25 tweets during the month. Twitter followers to over 3000. Partners are urged to tweet relevant events info so we can retweet accordingly or e-mail us to tweet on your behalf.

### **UK market snapshot & reports:**

The Harrogate International Centre (HIC) faces axing 30 more jobs ahead of projected losses of £2m - at a time when its £13m expansion project is due to come on line.

Face-to-face networking is more useful than virtual meetings, according to 96 per cent of UK business women surveyed by B.Hive Business Clubs and Regus.

High commission online hotel agents such as Expedia, ebookers, laterooms and bookings.com are expected to gain greater control of the market in 2012, according to the latest HotStats Hotel Confidence Monitor.

Rising costs, including high-commission third party bookings, are hurting the provincial hotel market, which saw profitability levels decline by 7.9 per cent in October.

### **Consultants can cash in helping corporates save on meetings spend**

<http://www.meetpie.com/Modules/NewsModule/newsdetails.aspx?t=Consultants+can+cash+in+helping+corporates+save+on+meetings+spend&newsid=15020>

### **Industry's optimism for 2012 not misplaced, says Davidson**

<http://www.meetpie.com/Modules/NewsModule/newsdetails.aspx?t=Industry%e2%80%99s+optimism+for+2012+not+misplaced%2c+says+Davidson&newsid=15021>

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