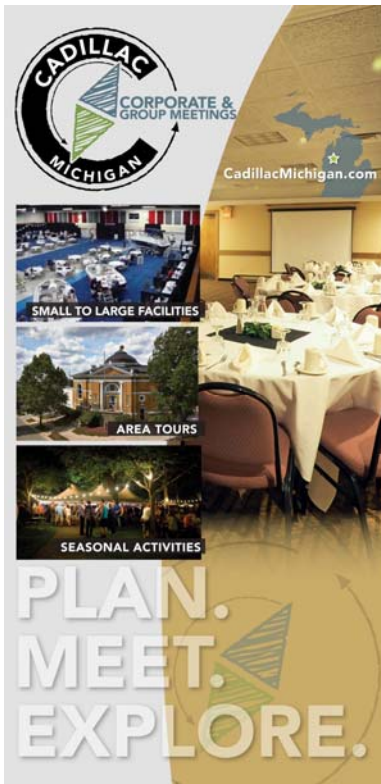


# CAVB Groups & Conferences Cooperative



Graphic Thumbnail

**Market** – launched in fall 2017, this cooperative focuses on attracting groups, conferences, reunions, meetings, and retreats to the Cadillac Area – primary target is meeting planners. This is a Business to Business market.

**Supplement (20 pages) Print & Digital** – with Partners, development of a full color supplement to the CAVB Guide for Group and Conference business. The Supplement highlights a variety of meeting space, visuals of the facilities, seating arrangements, catering options, planner tools, etc. This supplement will available on [www.cadillacmichigan.com](http://www.cadillacmichigan.com) in pdf format, hotlinks to partner websites/social/e-mail, and additional listings for each section for browser SEO. All partners will link as available.

**Distribution (5,000 copies)** – meetings cooperative members will have allocated quantities for their own purposes. Additional copies will be made available to public agencies, major industry in town, mailed to direct requests, and taken to trade shows.

**CAVB Guide (75,000 copies)** – 2+ pages, allocated to group meeting information in the Annual Visitor's guide.

- Direct Mailed to area businesses & Destination Michigan contacts with cover letter, noting all the location contacts, phone, e-mails, with New Supplement plus 2018 guide, e-mail sign-up request
- mailed as requested thru web, phone, etc.
- made available locally at the area facilities, public offices, local association meetings, etc.
- distributed at all 4 Destination Michigan Trade Shows and planner association meetings

## Digital Promotion

- quarterly CAVB e-blast, an e- list will be established for local, regional and state contacts, including Destination Michigan contact lists (separate from general list)
- Blog posts
- Press releases on Collaborative and accolades to area...etc.
- Google and social ads – integrate with current CAVB campaigns

## Planners Professional Organizations & Association networking activities/ memberships

- Michigan Meetings Professionals International, MMPI [www.mpimichigan.org](http://www.mpimichigan.org)
- Michigan Society of Association Executives, MSAE [www.msae.org](http://www.msae.org)
- Tourism Industry Coalition of Michigan, TICOM [www.tourismworksformichigan.org](http://www.tourismworksformichigan.org)

## Trade Shows

- **4'x9' Booth Banner & Promotional items**- promoting our diversity of locations, tours, and area activities. We will also purchase 'planner' related promotional items to hand out as gifts at most all of the shows (70+ per event)
- **Destination Michigan** – attend Meetings Expo (May '18), Taste of Michigan (Oct), Destination Michigan Showcase (Nov), possibly a Lunch & Learn in Detroit or Lansing
- **Meeting Planner Association Networking Events & Annual Conferences** – the CAVB is a member of several

# CAVB Groups & Conferences Cooperative

## 'Cadillac First' Bounty Program (new in 2019)

- an incentive established for local professional organization members to bring regional and statewide meetings to Cadillac
- Day time, and overnight group booking incentives may include vouchers, cash incentives, etc.
- To include exclusions on leads already proposed/ quoted
- Form will be available on CAVB website mid 2019

## Planner Familiarization Tour Schedule (FAM Tours)

- Establish 2-3 dates annually (March, June, September), published and solicited to bring planners into town as a group, otherwise as needed
- Overnight hotel stay, meals & attraction fees at restaurants, facilities, etc. will be paid for my CAVB, businesses are asked to offer discounts

## Planner Tools Available, and in the works...

- **Video** loop examples, establish minimum event value to offer
- **Audio visual and transportation** vendor consensus

## LinkedIn Business page

- A CAVB specific page will be launched and developed on Linked In to offer association members and corporate planners insight into our facility abilities, tools available, and/or showcase new amenities
- Area facility contacts will be invited to join, like, share their stories on page

**CAVB Website listings** – all partners will receive full enhanced listing on our website, with additional photos, links, and any files of their choice upload, etc. Partners will also receive LOGIN information for direct access, and/or submit changes to CAVB. Our website receives over 25,000 web hits per month, higher in July/August and February/ March.

## Digital Inventory:

- Supplement Cover Thumbnail
- Supplement Web Rotator
- 300x250 px digital ad – general
- Pdf of Brochure, uploaded to website
- Interior and exterior photos of all facilities in Cooperative, updated as needed

*\*Fee varies based on incentives and other partnerships, please see CAVB staff for verification.*