



2019-2020 Sales & Marketing Strategy





Index

Overview and Introduction.....	3
Goals and Objectives.....	4
Strategies.....	5
Target Markets & Marketing Program.....	6-9
Media Program.....	10
Sales Program.....	11-12
2019/2020 Marketing and Sales Calendar.....	13
YCB Sales Organization.....	14
Evaluation.....	14



YUKON CONVENTION BUREAU OVERVIEW AND INTRODUCTION:

The Yukon Convention Bureau is a member-driven, industry led destination marketing organization (DMO), tasked with positioning the Yukon as a favourable destination for meetings and events in the following sectors; Association, Government and Incentive Travel.

The Yukon Convention Bureau has been in operation since 1998, offering an exciting, value-for-dollar option for meeting and conference planners. YCB will continue to build on the success of past years' experience while seeking to enhance collaboration with the Department of Tourism and Culture, and the City of Whitehorse.

Mission:

The Yukon Convention Bureau is a member-led non-profit organization whose mission is to sell the Yukon as a destination for meetings and special events, which contribute significantly to the Yukon economy.

Vision:

A sustainable meetings and convention sector, contributing significantly to the Yukon economy, working in cooperation, and providing service excellence to the market.

Mandate:

The Yukon Convention Bureau's main focus will be to bring meetings into the Yukon from outside the Territory. The Yukon Convention Bureau's Mandate is as follows:

- Sell the Yukon to the Meetings, Incentive, Conferences and Events (MICE) Sector in identified target markets through strategic marketing initiatives.
- Target local members of national organizations to attract and host meetings in the Yukon.
- Maintain and distribute statistics regarding the Meetings, Incentive, Conferences and Events (MICE) sector's contribution to the Yukon economy.
- Provide the membership of the Yukon Convention Bureau with opportunities for input regarding its marketing activities; inform the membership regarding the benefits of being part of the Yukon Convention Bureau.

The 2019/2020 YCB Marketing Strategic Plan will serve as a blueprint for the marketing program and should be considered a working document, subject to input from the general membership. The YCB Board of Directors will provide implementation and timelines.

2019/2020 Goals:

- Position Yukon as a premier meeting and event destination.
- Raise awareness in the marketplace regarding Yukon's cost effectiveness as a meeting and event destination.

2019/2020 Objectives:

- Generate \$3.5 to \$5.5 million in (net) economic impact annually for Yukon from the MICE sector.
- Generate 40 – 50 quality Meetings, Incentive, Conferences and events (MICE) leads.
- Host 2-scheduled familiarization (FAM) tours in the Fall and Winter, and up to 3 additional FAM tours when/if requested (if within budget), comprised of 8-16 meetings and event planners total.
- Convert 2-3 meetings directly from leads generated through participation in the Yukon Convention Bureau familiarization tour program.
- Present Bravo Award in 2020. The Bravo awards provide recognition to local event planners/hosts and raise awareness of the benefits of holding events in Yukon.
- Present one Golden Bravo Award for service excellence in conference planning/hosting or service excellence.
- Host 2 – 3 client events or sales missions to our regional target markets in Canada.
- Attend 3-5 trade shows, which directly address the Yukon Convention Bureau's target markets.
- Continue promote YCB membership and look for new business that can benefit from YCB membership.

Strategies:

- Maximize presence, partners and exposure during trade shows by participating in sponsorship opportunities, Yukon made giveaways
- Promote and enhance Yukon Convention Bureau member participation during trade shows and sales events
- Host Familiarization (FAM) tours for qualified meeting and event planners
- Update YCB's web site with current YCB news and include reasons to choose Yukon and highlight sponsors and partners
- Advertise in key industry publications that are targeted to our markets
- Promote local Meetings, Incentive, Conferences and events (MICE) sales through programs such as Red Carpet Tour
- Utilize membership package which identifies the benefits of being a YCB member
- Continue to develop the YCB's database with members, contacts from current and past conferences, trade shows, sales missions and in-market sales events
- Maintain membership in industry associations such as Meeting Professionals International (MPI) and Canadian Society of Association Executives (CSAE)

- Host site inspections/FAM tours for meeting and event planners interested in hosting an event in Yukon
- Provide marketing materials and the cost analysis sheet which show planners the advantage of Yukon over other destinations
- Encourage Yukoners to host a meeting “at home”
- Measure Requests for Proposals and bids generated directly from trade show attendance, sales missions and other in-market sales events.
- Utilize website seeding and optimization; as well as collateral material to drive potential clients to the Yukon Convention Bureau website – meetingsyukon.com
- Enhance membership profiles on website
- Maintain and update the Yukon Convention Bureau image bank
- Participate in Yukon Government sponsored events to benefit from additional destination awareness
- Brand YCB with “Yukon Experience the Rush” on all marketing material

Target Markets:

The Yukon Convention Bureau will focus on the following geographic markets: Ottawa is a prime target market since it is the base for the large majority of national associations. Toronto is also a potential source for corporate business and incentive travel and will rank as a secondary market. Our tertiary market is western Canada with particular emphasis on our ‘gateways’: Vancouver, Calgary and Edmonton. Business Events Canada (BEC) offers opportunities in the USA, and YCB will consider opportunities that allow Yukon to be marketed to potential American clientele. When the costs associated with hosting meetings and events may be a concern, the direct and relatively brief flights from the gateway cities will provide a selling point.

YCB will target meetings from 25 to 400, occasionally hosting larger events when a quality product can be delivered. Meeting organizers will be encouraged to plan their event for spring and fall shoulder seasons, when hotels may be under-utilized and discouraging requests for peak tourist months of July and August.

Marketing Program:

Positioning

The Yukon Convention Bureau is responsible for positioning the Yukon as an unique meeting destination – only 6.5 hours from Ottawa, 2.5 hours from Vancouver, Edmonton and Calgary by air; great value: no provincial/territorial sales tax which save up to 10% on all costs; connected with high speed internet throughout the territory; uniquely Yukon pre & post attractions and activities and group rates for air travel on our own airline, Air North, Yukon’s Airline.

Pricing

YCB’s members are able to offer value-for-dollar meeting and events solutions. The cost of Yukon accommodations and venue rentals is very competitive with southern Canadian rates and the fact that the Yukon has no provincial/territorial sales tax is an added bonus. Conference rates are in effect with airlines serving the Territory. Price is an important selling point for hosting meetings in the Yukon. YCB has created a cost comparison sheet for planners that outline the benefits of Yukon over other destinations.

Promotion

YCB will promote the Yukon in the Meetings, Incentive, Conferences and Events (MICE) marketplace through promotional literature, advertising and in-market sales events. Familiarization Tours and Site Inspections will provide a follow-through from YCB's promotional activities, giving prospective clients a first-hand experience of the Yukon.

Promotional Material

The Yukon Convention Bureau sales kit features branding along with the tagline Yukon - Experience the Rush and supporting graphics. The branding has a diverse image selection of venues, activities and attractions. The material outlines the services offered by YCB, describe MICE services and meeting facilities and accommodations available in the Yukon, and promotes pre/post leisure travel extended stays for delegates.

For 2019/2020 YCB has completed a brand refresh with more updated colours and style. The refresh includes a PowerPoint bid proposal template, Prezi sales presentation, various advertising, printed sales brochure, and other various working templates. YCB has also completed a MICE commercial.

Distribution is at in-market sales events, in formal bid submissions, and as part of follow-up packages for contacts.

Advertising

The Yukon Convention Bureau has selected publications for media placement which address our geographic markets, and which are specifically targeted to meeting planners in associations, government and industry. YCB's website seeding and optimization as well as marketing material drive potential clients to the YCB website - meetingsyukon.com and ycb.ca.

Radio ads

Radio ads will be used to publicize YCB's services to meeting planners in the Yukon; advise members of upcoming events such as Red Carpet Tour and Bravo Awards, welcome delegates to the Yukon and promote our accomplishments. The ads will feature a YCB staff member to further our branding.

Trade Show Program

Attendance at key trade shows and marketplaces is an essential component of the Marketing Program. Participation in trade shows provides the opportunity to make personal contact and build relationships with key decision-makers. Maximize exposure during trade shows by participating in sponsorship opportunities; Yukon made giveaways and showcasing Yukon through Yukon themed decor.

In-Market Sales Events

Direct sales meetings provide the opportunity to develop a relationship between the client and the destination/ partners. The Yukon Convention Bureau will plan targeted sales meetings along with Trade Show opportunities to meet with planners one on one and follow up with leads. Sales luncheons will also be a part of the In-Market Sales program. Invitees will be pre- qualified for their strong interest and potential for holding events in the Yukon within a three-year timeframe. YCB industry members will be invited to participate.

Familiarization Tours

Meetings, Incentive, Conferences and events (MICE) familiarization tours are provided to planners and other prospective clients who are unfamiliar with a destination but are interested to find out, in person, if it is a destination they could sell to their clientele or potential clientele. They wish to confirm that available facilities and services will meet their needs. A winter and fall FAM are planned for the 2018/2019 fiscal year and will include a segment in various regions of Yukon – Southern Lakes, Haines Junction or Dawson for the fall FAM. This is to show the possibilities during the shoulder season and to meet the demands of members in the accommodations and meeting space sector. In addition, to meet current client requests, YCB will host up to three additional

FAM tours as needed. These tours will be based on staff and budget availability and the Managers and Board of Director's discretion.

Local Sales – Red Carpet Tour

Local selling is important to YCB's marketing plan. Local organizations and governments are encouraged to show 'pride of place' and host a national and inter-provincial/territorial meeting in Yukon. Red Carpet Tour provides Yukon-based meeting planners with the information they need to make optimum use of local suppliers often expanding previous knowledge. Held in November, 10 or more potential meeting organizers are given a comprehensive site inspection of all major member facilities in the downtown Whitehorse area.

Public Relations

YCB's public relations program includes periodic news releases reporting on new conferences or YCB-sponsored events. The Bravo Awards program recognizes the contribution of local planners to the Yukon meetings and events sector. The Golden Bravo Award is presented to the conference supplier who has demonstrated exceptional service quality over the past fiscal year. The YCB Manager participates on a number of boards and committees and is always available for media interviews.

Radio Advertising

"Yukon, Experience the Rush" on local station CKRW, The RUSH 96.1 FM with strategic placement to receive the most reach and frequency.

YCB Web Site: meetingsyukon.com

The website will be updated with the new branding, easier to navigate, include reasons to choose Yukon and highlight sponsors and partners.

2018/2019 Media Program:

Media Placement

Some adjustments may be made in order to take advantage of special opportunities that arise. All below publications allow for YCB member buy in opportunity at varying rates. Please contact YCB for further details.

Supplier	Project Component	Total Project Costs	YCB Contribution	TCMF (50% of Base cost)
MPI Ottawa - Website (APIIlecrate)	Leaderboard (April-Aug 2019) Convectus (July/Aug 2019)	3,700	1,850	1,850
	Leaderboard (Sept-Mar 2020)	3,700	1,850	1,850
Business Events Canada	SKIFT online advertizing	5,000	2,500	2,500
CSEA Web - Digital (Naylor)	Leaderboard & Skyscraper - 1yr	5,000	2,500	2,500
Association Mag - Fall Conference Issue (NAYLOR)	2.25 Col Pages with write-up *Partner buy in	6,800	3,400	3,400 *YCB to do partner TCMF
The EVENT	Print Advertising	6,500	5,250	1,250
Whats Up Yukon	Annual Ad Plan	4,600	2,300	2,300

2019/2020 Sales Program:

The EVENT – MPI

Location: Montreal

Date: April 4-6

Target: MPI Industry from across Canada

BEC – Business Events Canada

Locations: Seattle & Portland

Date: April 9-11

Targets: Corporate, Government, Association & third party planners

Attendance: 60 delegates

MPI British Columbia Gala & Sales Mission

Location: Vancouver

Date: June 18

Target: 250 at Gala / 7-12 to lunch

World Education Congress – MPI

Location: Toronto, Ontario

Date: June 15-17

Target: Corporate, Association & third party planners

Attendance: 500 Buyers & Planners

Incentive Works

Location: Toronto, Ontario

Date: Aug 11-14

Target: Corporate, Association & third party planners

Attendance: 500 Buyers & Planners

Details: Significant numbers of CMP/ third party conference planners and non-profit and association executives

CSAE National

Date: Oct 23-25

Location: Vancouver

Target: Association & Government

Attendance: 600 delegates, 250 Planners (over 150 Exhibits)

Tête à Tête Tradeshow and Sales Mission

Location: Ottawa, Ontario

Dates: TBA – Jan/Feb 2020

Target: Association & Government

Attendance: 600 delegates, 250 Planners (over 150 Exhibits)

Details: This show has proven to be the most productive show in Canada leading to a significant number of high-quality leads. YCB has attended the last several years and continues to build relationships with association executives and meeting planners. 1 day Trade Show (CSAE Ottawa Chapter), 2 day Sales & Hosted Buyer calls (Destination Direct, Reveal, Meeting of the Minds)

GO WEST Tradeshow

Location: Western Canada (2020 TBA)

Dates: TBA – Feb 2019

Target: Association & Government

Attendance: 250 Planners

Details: GO WEST is a national event that is held in Western Canada. It reaches meeting and event planners working independently as third-party contractors, as well as in-house planners in the government, association, university and corporate markets. 2018 was its inaugural year, and YCB and partners recommended continuing.

2019/2020 Familiarization Tours

Association/ Government/ Corporate FAM's:

- Sept 2019 – Dawson/ and community to be included
- March 2020

Red Carpet Tour (Site Inspection for local planners)

- Fall/Nov 2019

YCB – 2019/2020 Marketing and Sales Calendar

Month	Events/Workshops	Trade Shows	FAM	Est. Partner Costs	Bill Date
April	MPI The Event -Apr 4-6	n/a		Individual	n/a
	BEC – Sales Event – June 13/14	BEC Seattle, WA Portland, OR		Individual	n/a
May	YCB AGM May 23rd				n/a
June	WEC – MPI –\$750ea	n/a		- BOTH Individual Open to MPI members	n/a
	MPI BC – Year End Gala TBA – \$100ea	Sales Lunch – Vancouver – June 19th			
July	Membership Tour/Drive – Yukon		Private FAM- Robin Baldwin – July 3-6	Open to YCB Partners	n/a
August	Membership Tour/Drive – Yukon wide (July –Aug)	Incentive Works – Toronto Aug 11-14		IW: \$12-14k / split cost with 3+ part. *less TCMF 50%	30 days TCMF – partner does own
Sept			Fall FAM Sept 9 th - 15 th		n/a
Oct	TBA – (if needed) Mid Oct Sales Luncheon Ottawa CSAE Ntl Oct 23-25 Vancouver			Individual Open to CSAE members	n/a
Nov			Red Carpet Tour		
Jan		Tete a Tete, Destination Direct & MPI Gala Ottawa TBA Late Jan/Feb		TaT: \$17-19k split cost with partners of 3+ *less TCMF 50%	30 days TCMF – partner does own
Feb	Bravo Awards – Feb 28	GOWest – TBA		GW\$3-4k split cost with partners of 3+ *less TCMF 50%	GW -30 days TCMF – partner does own
March			Winter FAM Tour		

YCB Organization:

Alida Munro, Managing Director, is responsible for the overall operation of the organization. Marketing, communications planning and membership are included in her list of responsibilities.

Jennifer Logtenberg - Sales Manager, is the principal sales person on YCB's staff, and is responsible for qualifying leads, planning and carrying out in-market sales activities, maintaining follow-up records and providing input on sales and marketing to the Manager. Jennifer also organizes the social media, and local sales events such as the Red Carpet Tour Program.

Evaluation:

Marketing and sales activities will be monitored for effectiveness through customer tracking, advertising response, and feed-back from clients and industry partners.

The Yukon Convention Bureau currently utilizes an on-line database. This provides better tracking of customer contacts and sales activities. The database also has programs that enable the staff to send out branded electronic marketing pieces.