



YUKON CONVENTION BUREAU 2021/2022 COMMUNICATIONS STRATEGY AND PLAN

This Communication Strategy and Plan seeks to lay out a framework for consistent and effective communication with YCB's various local audiences. (This document does not deal with communication in the **Meeting Incentive Conventions Events (MICE)** marketplaces which are covered in the *2021/2022 Marketing and Sales Plan*.) *Note COVID 19 and the global pandemic has greatly impacted YCB's communications and sales & marketing plans. YCB will continue to shift our focus and paths as the current environment requires.

Goals:

- To ensure YCB's stakeholders understand the organization's role in the **Meeting Incentive Conventions Events MICE** sector
- Generate awareness of our purpose and value
- Improve YCB's brand awareness
- Promote public and stakeholder support of our industry.

Objectives:

- To keep stakeholders informed regarding YCB activities in the MICE sector and to report Return on Investment
- To promote the importance of bringing meetings and events into the Yukon to local organizations
- To provide recognition of YCB's industry supporters
- To improve communication with and between YCB membership, and the general public
- To increase membership of YCB in important convention service areas through greater awareness of YCB membership benefits
- To enhance public perception of the importance of YCB's role in MICE
- Identify new stakeholders and major audiences

Strategies:

- Create messages that are in keeping with YCB's Mission and Mandate
- Determine the relative responsibilities for Directors and Staff

- Decide on the most effective media for communicating YCB's messages
- Maintain local communications through YCB Newsletter page in the TIAY Newsletter
- Maintain the website up-to-date with 'fresh' news
- To ensure that Yukon MICE success stories are communicated to stakeholders
- To promote positive interaction between potential members and other stakeholders
- To identify ambassadors and utilize their Yukon experience to encourage new clients

Performance Measures:

- Continued and/or increased financial support by YCB funders
- Continued and/or increased in-kind support from industry members
- Maintain and develop relationships with membership, especially in essential convention service areas
- Feedback from annual membership renewal survey/comment forms
- Buy-in and sponsorship in YCB's membership programs such as Sales Missions, Sales Events and local YCB events and other cooperative marketing opportunities
- Continued and/or increased positive coverage in Yukon media, focusing on informing the public of upcoming YCB events and business that was obtained or secured, fully or in cooperation with YCB

Potential media for YCB Messaging:

There are numerous vehicles for communicating to YCB's various audiences: Written reports, public presentations, news releases, newsletters, media interviews, membership enrolment/renewal packages, membership events, radio, web and print advertising, local sales events and involvement, social media and cooperation with other organizations. Both staff and the board of directors have responsibilities in carrying out effective communications.

Sponsorship Recognition:

The Yukon Convention Bureau enjoys support from a number of its members in terms of generous in-kind contributions. Recognition of sponsorships and in-kind support is important in showing that these contributions, along with member loyalty, are well placed and appreciated. There are a number of ways that recognition is achieved:

- The Social Media - information on the company's contribution and a link on our website and posts made on Facebook, Twitter and Instagram
- YCB documents such in the *Annual Report* lists major supporters, noting that without the in-kind contributions, the organization's marketing activities would be severely curtailed
- Mention of major supporters is made at the Annual General Meeting, Bravo Awards(on hold) and in formal presentations to funders (such as the Government of the Yukon and the City of Whitehorse)

- Social Media channels a common way of thanking sponsors or donors of door prizes for events such as the Red Carpet Tour or the Bravo Awards (on hold) when applicable.

YCB's communication activities are on going and will be reviewed annually.

2021/2022 COMMUNICATIONS PLAN

Audience	Needs	Message	Action	Staff Responsibility
<p>Members including exchange</p> <p>Membership DMOs</p>	<ul style="list-style-type: none"> - Convey Member Benefits - Benefits of Services & Success stories - Economic Impact - What the economic impact - Optimizing our website/exposure 	<ul style="list-style-type: none"> - What they benefit from YCB - Why & how YCB Membership & support contributes to Yukon Tourism Economy - Clarify YCB's role both in the MICE Marketplace and 'at home' in the Yukon - Success stories of YCB - Important news about YCB members - Possibilities of Destination Yukon (especially discuss with other DMOs) 	<ul style="list-style-type: none"> - Presentations at YCB local events - Mentions in TIA Tourism updates - Membership recruitment & engagement June / July / Aug Member Tour - CKRW Radio Ads (3 week – updated as needed) - Eblasts, FB, Twitter and Instagram - YCB Website posts – Featured News - Actively promoting links to other websites on ycb.ca - Sending out a comment and feedback form/link with YCB snapshot overview each annual membership renewal 	<ul style="list-style-type: none"> - MD (Presentations & reporting) - SM (Social Media, CKRW, websites) - All (Local events – Bravo Awards, Red Carpet Tour, FAM Tours & AGM/ July Membership Tour)
<p>Local Leads/Groups , Potential Members</p>	<ul style="list-style-type: none"> - YCB Awareness & education 	<ul style="list-style-type: none"> - YCB Services available to assist in establishing the a organizations meeting or conference - YCB's current economic impact, and potential growth with partnership & support (non contributing beneficiary) - How membership would benefit their business 	<ul style="list-style-type: none"> - Radio Ads, Bravo Awards, AGM - Annual visit with City Council - Social Media 	<ul style="list-style-type: none"> - MD & SM

Government Funders Politicians	<ul style="list-style-type: none"> - What YCB's Economic Impact is - Why YCBs leveraging is of value 	<ul style="list-style-type: none"> - Value of contribution to YCB - Importance of the MICE Sector - employment, businesses - ROI on government funding 	<ul style="list-style-type: none"> - Visit to CoW – City Council July (on hold C19) - Twice a year address to YTAB as requested - Website recognition - Tweets, FB, LinkedIn & Instagram - CKRW Radio Ads (FAM VAN) - Annual Report - Written reports - In-person meetings - News releases 	<ul style="list-style-type: none"> - MD (All) - SM (Radio Ads)
In-kind Sponsors	<ul style="list-style-type: none"> - Need recognition to ensure value is recognized for continued support 	<ul style="list-style-type: none"> - That public knows about their donation - That business was brought to them because of their donation 	<ul style="list-style-type: none"> - Recognition in YCB reports and at YCB events (Year end & Semi Annual) - Website recognition - Social Media (FAM Tours & Sales Events) 	<ul style="list-style-type: none"> - MD (written reports) - SM (Social Media) - MD (written reports, CoW)
General Public / Local Meeting & Event planners	<ul style="list-style-type: none"> - What YCB does - Contribution to the Yukon Economy 	<ul style="list-style-type: none"> - Events Bids Won - If you're considering planning a meeting here's how we can help; here's how to reach us - Event Incoming Radio & What's Up Yukon Ad Announcement - New member products 	<ul style="list-style-type: none"> - Cooperation with sister organizations Air North, City of Whitehorse, YTG Tourism & Culture - Press Releases - Radio Ads - What's Up Yukon Incoming Event Ad (on hold C19) - Improved awareness on YCB's value to the Yukon economy 	<ul style="list-style-type: none"> - MD (Cooperation with sister organizations TIA /about Air North, City of Whitehorse, YTG Tourism & Culture, Press Releases, improved awareness on YCB's value to the Yukon economy) - SM (Radio Ads)
Conference Delegates	<ul style="list-style-type: none"> - Need to know YCB presence & services - Need to know future opportunities 	<ul style="list-style-type: none"> - Static Signage with members – on site and Main St businesses 	<ul style="list-style-type: none"> - Co-ordinated pop-ups (buy in with member venues) - Send out welcome signage (on hold C19) - What's up Yukon - ad 	<ul style="list-style-type: none"> - MD & SM (All)
Media	<ul style="list-style-type: none"> - YCB Background - Upcoming Events 	<ul style="list-style-type: none"> - Who we are - What we actively 	<ul style="list-style-type: none"> - Send out press releases - And invitation to interview - Send out conference lists 	<ul style="list-style-type: none"> - MD (All)