

# Marketing Setlist

## Debut

(12-18 months out)

### ANNUAL MEETING

- Download New Orleans images and a promo video to play during your closing session at [neworleans.widencollective.com](http://neworleans.widencollective.com)
- Request print ad from New Orleans & Company to include in conference program
- Hand out brochures and Save The Date postcards

### GET SOCIAL

- Begin implementing social media strategy and launch your conference hashtag
- Encourage your attendees to get ready for next year and share their stories using **#OneTimeinNOLA**
- Review "Let's Talk NOLA" video series at [neworleans.widencollective.com](http://neworleans.widencollective.com) and begin planning a contest via email or social media using monthly videos with New Orleans-themed incentives

### COLLABORATE

- Ensure that your Marketing/PR teams are aware of the complimentary marketing and attendance-building tools available throughout the next year at [neworleans.com/marketingmenu](http://neworleans.com/marketingmenu)
- Create Save The Date e-blast at [marketing.neworleanscvb.com](http://marketing.neworleanscvb.com)
- Consider CSR efforts and how New Orleans & Company can assist
- Schedule call to discuss strategies and tactics with Tara Letort, CMP, Director of Group PR, [tletort@neworleans.com](mailto:tletort@neworleans.com), 504-566-5048 and/or Erica Taylor, [etaylor@neworleans.com](mailto:etaylor@neworleans.com), 504-556-5869

(8-11 months out)

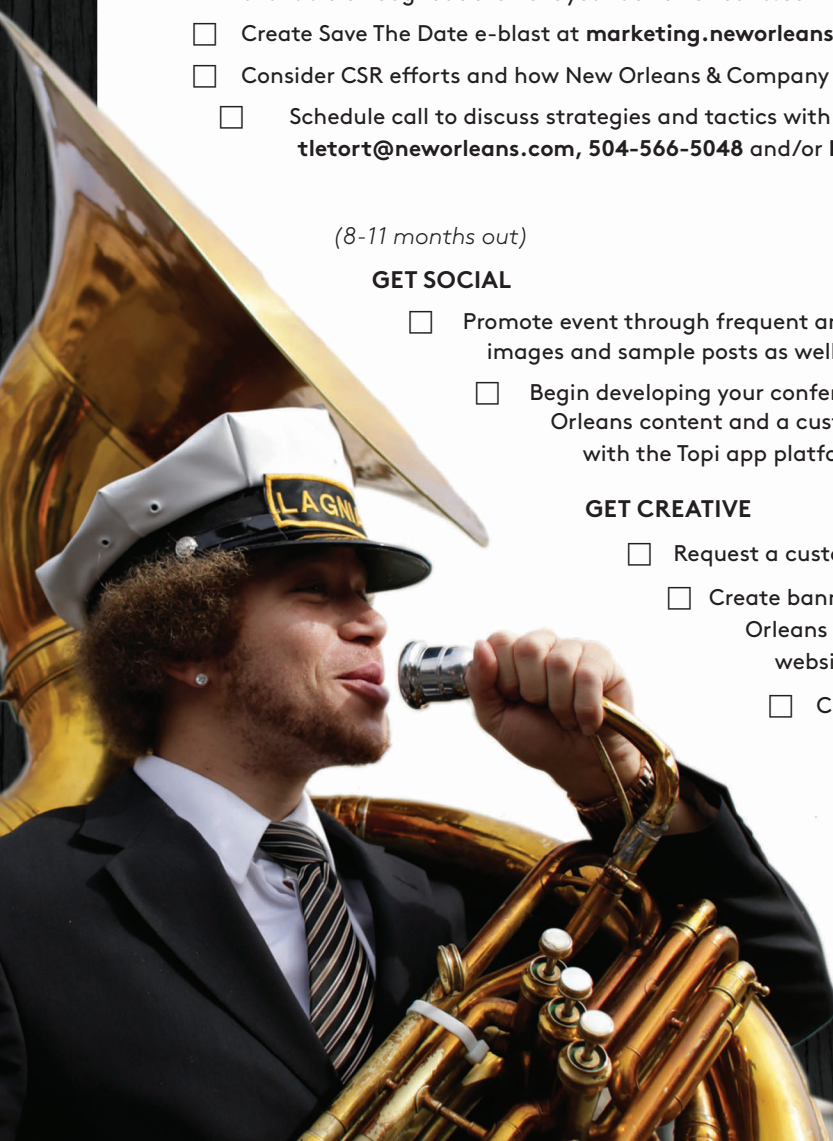
### GET SOCIAL

- Promote event through frequent and engaging social media updates using New Orleans images and sample posts as well as your conference hashtag, **#OneTimeinNOLA**
- Begin developing your conference app. Contact New Orleans & Company for New Orleans content and a customized map to populate your app or to discuss options with the Topi app platform.

### GET CREATIVE

- Request a customized microsite at [neworleans.com/requestmicrosite](http://neworleans.com/requestmicrosite)
- Create banner ads or request New Orleans-themed ads from New Orleans & Company to include on your homepage, industry websites, publications or email signature lines
- Create reminder e-blasts and newsletters at [marketing.neworleanscvb.com](http://marketing.neworleanscvb.com); include microsite link for tracking

**NEW ORLEANS & COMPANY**



# Marketing Setlist

## Opening Act

(4-7 months out)

### GET SOCIAL

- Launch microsite on your conference website and promote across social media channels
- Send monthly "Let's Talk NOLA" contest videos
- Add a New Orleans-themed banner to your email signature line promoting your upcoming event

### REMIND

- Create and send reminder notification e-blasts (e.g.: Early Bird Registration Ending Soon)

(1-3 months out)

### FINALIZE

- Last minute registration push via e-blasts, newsletters, social media updates, etc.
- Send final "Let's Talk NOLA" contest videos
- Create attendee, exhibitor and "What To Know Before You Go" newsletters at **marketing.neworleanscvb.com** encouraging attendees to build itineraries for their free time, make restaurant reservations and reference Crescent City Coupons on your microsite

### MEDIA OUTREACH

- Remind your industry publications to join you for the latest updates in New Orleans. New Orleans & Company can assist visiting media with press kits, New Orleans information and more
- New Orleans & Company will provide a local media contact list and counsel on best way to obtain coverage
- Company's Coming! New Orleans & Company will provide details of your conference to all 1,100+ members so they can roll out the red carpet for your attendees

## Main Event

(1-2 weeks out)

### MEDIA OUTREACH

- Distribute media alert to local media

### WELCOME

- @VisitNewOrleans will welcome your group via social media and engage with attendees throughout the event using your conference hashtag

### ONSITE

- New Orleans press kits or welcome packets can be provided for industry media in your onsite press room

### GET SOCIAL

- Encourage your attendees to share their stories using #OneTimeinNOLA
- Tweet questions to @VisitNewOrleans for restaurant recommendations, tour suggestions and more

## Get Started

- Visit [neworleans.com/marketingmenu](http://neworleans.com/marketingmenu) to view sample materials, download content and learn more about complimentary tools that New Orleans & Company offers.
- Request access to New Orleans images and videos at [neworleans.widencollective.com](http://neworleans.widencollective.com)
- Contact the New Orleans & Company – Tara Letort, [tletort@neworleans.com](mailto:tletort@neworleans.com), or Erica Taylor, [etaylor@neworleans.com](mailto:etaylor@neworleans.com) – to get customized materials, access to [marketing.neworleanscvb.com](http://marketing.neworleanscvb.com) and to strategize a custom plan for your meeting. Keep in touch as you develop your marketing, PR and attendance building strategies.

\* Please note that e-blast and newsletter templates are supplied to you for distribution to your contact database. Turn-around times for materials not available on [marketing.neworleans.com](http://marketing.neworleans.com) (i.e. microsites, maps and customized print ads) are approximately 3-5 business days.