



SAMPLE MARKETING PLAN CHECKLIST

For more information, visit www.neworleanscvb.com/marketingmenu

12 MONTHS OUT

- Annual meeting: Play promotional New Orleans video, hand out brochures and save the date postcards
- Begin planning social media strategy
- Ensure that your Marketing/PR teams are aware of the complimentary marketing and attendance-building tools available during the next year
- Set up conference call to discuss in more detail with Tara Letort, Director of Group PR, tletort@neworleanscvb.com, 504-566-5048

11 MONTHS OUT

- Send out save the date eblast

10 MONTHS OUT

- Complete request form for creation of customized microsite

8-9 MONTHS OUT

- Launch microsite
- Create customized hotel/restaurant/attraction map

4-7 MONTHS OUT

- Deploy reminder eblasts and attendee newsletter
- Print ads in industry publications
- Notify potential attendees that microsite is available (Do this on all social media outlets as well!)
- Promote event through frequent and captivating social media updates
- Download New Orleans imagery from photosofneworleans.com



SAVE THE DATE!
weftec
the water quality event™

SEPTEMBER 27-OCTOBER 1, 2014
Mark your calendars for
87th Annual Technical Exhibition & Conference
New Orleans, Louisiana
www.clientsitehere.com

This is an additional text area that the end customer can use for whatever information or messaging they would like.

CLICK HERE TO CALL TO ACTION

CALL 877-393-5828 OR CONTACT CNVSALES@NEWORLEANSCVB.COM
Stop By the New Orleans Booth in Hall D to Start Planning Your 2014 Meeting

This is dummy disclaimer text. Other rules on new business only and does not apply to previously booked business. Group must reserve their meeting through the New Orleans CVB to qualify for this offer. Other attendees to groups of 25 rooms or more on peak night. This hotel will provide basic wireless internet service in guest rooms and meeting spaces. * Basic wireless is defined as a speed of 768 kbps (kilobits per second).




New Orleans Welcomes
weftec
the water quality event™

SEPTEMBER 27 - OCTOBER 1, 2014

Home
About New Orleans
New Orleans Events
What To Do
Where to Eat
Nightlife
Family Fun
Getting Around
Airports
What's New in New Orleans
FAQs
Green Traveler
Weather
Water
Waterfront & Docks
Photos and Video Gallery
Ask the NCOVB
Brochures/Coupons

MetNetwork App
Download the MetNetwork App to receive discounts on transportation, attractions, meals, drinks, shops, galleries, your computers and more... more

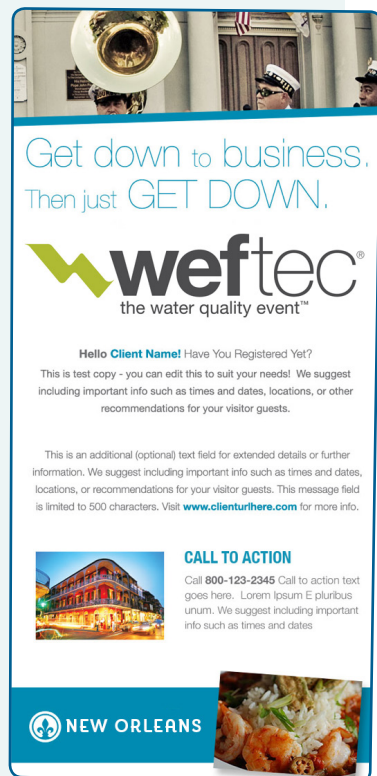
FREE Things to Do
Looking for free fun things to do in New Orleans? Here are 10 things to do for free in New Orleans. More... more

Top 10 Things to Do
Get on the New Orleans list! Here are 10 things to do in New Orleans. More... more

One Year Out a Three Day Weekend
Most people eat to live but in New Orleans, they live to eat. There are more than 1,300 restaurants more than ever before... more

An Exhibitor's Guide
The New Orleans CVB wants to help you drive traffic to your booth, there's everything you need to make it easy to do... more

For International Travelers
Traveling to New Orleans, we want to help you get there. Here are 10 things to do before packing your bags... more

Get down to business.
Then just **GET DOWN.**


weftec
the water quality event™

Hello Client Name! Have You Registered Yet?

This is test copy - you can edit this to suit your needs! We suggest including important info such as times and dates, locations, or recommendations for your visitor guests.

This is an additional (optional) text field for extended details or further information. We suggest including important info such as times and dates, locations, or recommendations for your visitor guests. This message field is limited to 500 characters. Visit www.clienturthere.com for more info.

CALL TO ACTION
Call 800-123-2345 Call to action text goes here. Lorem ipsum E pluribus unum. We suggest including important info such as times and dates





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4-7 MONTHS OUT

- Create banner ads
- Distribute Attendee and Exhibitor newsletters



3 MONTHS OUT

- Send out reminder notification via eblast (Example: Early Bird Registration Ending Soon)

WHAT TO KNOW BEFORE YOU GO

New Orleans is excited to welcome all attendees and exhibitors in 2014! Use this space for additional text that the end user can use for whatever information or messaging they would like.

This is an additional text area that the end customer can use for whatever information or messaging they would like. This is an additional text area that the end customer can use for whatever information or messaging they would like. This is an additional text area that the end customer can use for whatever information or messaging they would like. This is an additional text area that the end customer can use for whatever information or messaging they would like.

THINGS TO DO IN NOLA



RESTAURANT COUNT: 1251

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets. [MORE](#)



SUGGESTED TOURS

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[CLICK HERE TO DO SOMETHING](#)

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1 MONTH OUT

- Distribute "What To Know Before You Go" newsletter
- Last minute registration push via eblasts, newsletters, web updates, etc.
- Company's Coming: CVB will include details of your conference to roll out the red carpet for you

2 WEEKS OUT

- Local Media Outreach: Provide New Orleans media contact list and counsel on best way to attain media coverage

1 WEEK OUT

- Distribute media alert to local media and deliver media press kits or welcome packets to industry media
- Welcome group and promote discounts via social media: Download MeNetwork app

HERE'S HOW TO GET STARTED >>>>

1. Visit www.neworleanscvb.com/marketingmenu
2. View/choose template (save the date, eblast, newsletter, print ad, etc.)*
3. Provide customized text for conference, call to action including URL, meeting or corporate logo, and deadline or preferred distribution date
4. Send information to Tara Letort, Director of Group PR, tletort@neworleanscvb.com
5. Tara will create your customized marketing pieces to help you boost attendance and get your attendees really excited about coming to New Orleans!

* Please note that marketing templates will be created for you to distribute to your database. The New Orleans CVB does not distribute e-mails on your behalf. Turn-around times are approximately 2-3 days for microsites, eblasts, maps and print ads, and 1-2 weeks for newsletters.