



MeetEngland
Sales and Marketing Opportunities 2011/12

In 2010/11 MeetEngland will be building on the work carried out over the last two years, targeting our key international source markets of **USA, Canada, Germany, France and The Netherlands** as well as International Associations Headquartered in Europe and North America. We will also be focusing on other European markets including Spain and Scandinavia.

All activities will target a combination of **international associations, corporate event planners and 3rd party intermediaries/ incentive houses**.

This is indicated in the opportunities below as follows:

ASC = Associations, CMP = Corporate Meeting or Incentive Planner, INT = 3rd party planners/intermediaries

All campaigns will consist of a combination of on-territory sales missions and networking events, attendance at leading exhibitions and trade fairs, CRM activity, online promotional activity and PR (see below for more details).

Factfile:

<u>Country</u>	<u>Business Visits</u>	<u>Business Nights</u>	<u>Business Spend</u>
<u>USA</u>	<u>574,000</u>	<u>3,198,000</u>	<u>£626m</u>
<u>Canada</u>	<u>71,000</u>	<u>401,000</u>	<u>£87m</u>
<u>Germany</u>	<u>511,000</u>	<u>1,911,000</u>	<u>£275m</u>
<u>France</u>	<u>508,000</u>	<u>1,640,000</u>	<u>£186m</u>
<u>The Netherlands</u>	<u>311,000</u>	<u>797,000</u>	<u>£101m</u>
<u>Spain</u>	<u>316,000</u>	<u>1,292,000</u>	<u>£149m</u>

Source: International Passenger Statistics 2009

USA



<i>Opportunity</i>	<i>Dates</i>	<i>Target Market</i>	<i>Cost</i>	<i>Deadline for booking</i>
EXHIBITIONS AND WORKSHOPS				
Trailblazers http://www.trailblazers-info.com/	15-18 July 2011	INT / CMP	\$5,000	FULLY BOOKED
AIBTM http://www.aibtm.com/	21-23 June 2011	ASC/INT/CMP	Tbc	PLEASE ENQUIRE ABOUT OPPORTUNITIES
ASAE http://www.asaeannualmeeting.org/	6-9 August 2011	ASC	Tbc	PLEASE ENQUIRE ABOUT OPPORTUNITIES
IMEX America http://www.imexamerica.com/	11-13 October 2011	INT / CMP / ASC	Tbc	PLEASE ENQUIRE ABOUT OPPORTUNITIES
Successful Meetings University 2011 http://www.successfulmeetingsuniversity.com/smu/index.jsp ½ page editorial in Successful Meetings also included	March 2012	INT / CMP / ASC	Approx \$7,200	30 September 2011
SALES MISSION AND EVENTS				
US sales mission (Chicago/Washington tbc): 3-4 days of sales calls to leading US corporates, intermediaries and associations	tbc	INT / CMP / ASC	£950 + vat (not inc. flights and accomm)	PLEASE ENQUIRE ABOUT OPPORTUNITIES
FAM TRIP (7 – 8 buyers) Please call to discuss opportunity (destinations only) Available to a maximum of 2 English destinations Subject to participation in other activities above	tbc	INT / CMP	Contribution to costs	PLEASE ENQUIRE ABOUT OPPORTUNITIES
ONLINE ACTIVITY				
Banners on meetengland.com MPU on key pages throughout www.meetengland.com Please call to discuss.	Monthly	INT / CMP / ASC	From £100 + vat (per month) From £150 +vat (2 months)	Ongoing
CRM				
USA E-newsletter: sent to over 2,700 planners May 11 (pre-IMEX), Sept 11, Nov 11 (pre-EIBTM), Mar 12	Quarterly	INT / CMP / ASC	£120 + vat £375 for all 4 issues	1 month prior to newsletter distribution

EUROPE



<i>Opportunity</i>	<i>Dates</i>	<i>Target Market</i>	<i>Cost</i>	<i>Deadline</i>
EXHIBITIONS AND WORKSHOPS				
IMEX 2011 www.imex-frankfurt.com	24-26 May 2011	INT / CMP / ASC	Full £6,095 Shared £3,300	11 March 2011
MEET THE BRITS. (Oslo, Norway) Workshop consisting of one-one appointments with leading meeting and incentive planners from Norway, Sweden and Denmark.	9-10 June 2011	INT/CMP	£1,500 per delegate	30 April 2011
EIBTM 2011 www.eibtm.com	29 Nov – 1 Dec 2011	INT / CMP / ASC	Full £6,095 Shared £tbc	31 August 2011
MEEDEX 2012 http://www.meedex-paris.fr/new/index.php	March 2012	INT / CMP / ASC	Tbc	31 October 2011
ENGLAND SALES MISSION AND NETWORKING EVENTS				
England sales mission – Munich / Stuttgart 3 days of sales calls to approx 10-12 corporate meeting planners, intermediaries and/or associations	August 2011	INT / CMP / ASC	£ 750 + vat (not inc. flights and accomm)	30 April 2011 3 places, first come first served
England sales mission – Amsterdam 3 days of sales calls to approx 10-12 corporate meeting planners, intermediaries and/or associations	September 2011	INT / CMP / ASC	£ 750 + vat (not inc. flights and accomm)	30 June 2011
England sales mission – Madrid 3 days of sales calls to approx 10-12 corporate meeting planners, intermediaries and/or associations	November 2011	INT / CMP / ASC	£ 750 + vat (not inc. flights and accomm)	31 August 2011

Paris Networking Event A networking dinner targeting Paris-based association meeting planners	December 2011	ASC	£600 + vat (not inc. flights and accomm)	31 August 2011
England sales mission – Paris 3 days of sales calls to approx 10-12 corporate meeting planners, intermediaries and/or associations	January 2012	INT / CMP / ASC	£ 750 + vat (not inc. flights and accomm)	31 August 2011
Brussels Networking Event A networking dinner targeting Brussels-based association meeting planners	March 2012	ASC	£600 + vat (not inc flights and accomm)	30 September 2011
FAM TRIPS (7 – 10 buyers)				
Dutch fam trip Please call to discuss opportunity (destinations only)	July 2011		Contribution to costs	
German / Spanish fam trip Please call to discuss opportunity (destinations only)	Sept 2011		Contribution to costs	
ONLINE ACTIVITY				
Banners on www.meetengland.de / www.meetengland.fr and www.meetengland.nl	Monthly	INT / CMP / ASC	From £100 + vat (per month) From £150 +vat (2 months)	Ongoing
CRM				
German, French, Dutch e-newsletter May 11 (pre-IMEX), Sept 11, Nov 11 (pre-EIBTM), Mar 12	Quarterly	INT / CMP / ASC	£120 + vat per issue per country £375 for all 4 issues per country	1 month prior to newsletter distribution

For further information or to book any of the above opportunities please contact Simon
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