

Title or Description of Entry:

2013 & 2014 Wisconsin Lodging Conference Marketing Campaigns

1. Goals & Objectives:

The goal was to increase advance registrations for the Wisconsin Lodging Conference. Our objective was to present the conference information in a manner that would motivate more members to register and to do so earlier than in the past to attend the Conference. By obtaining earlier commitments we believe we will bring in more people overall who may otherwise stay away due to procrastination or apathy.

2. Target Audience:

The WH&LA lodging members were our target audience for this program.

3. Results of this Project:

We have increased significantly the number of attendees registering early for the Conference. In addition, we have many properties attending that did not attend in the recent past.

4. Evaluation Measures:

- At 10-weeks prior to the Wisconsin Lodging Conference we had the following number of packages sold:
2012 – 40 2013 – 63 2014 – 74
In 2012, we did not achieve the count of 74 packages sold until 4 weeks prior to the Conference! This is a 6-week advancement.
- Through September of 2014, we have achieved the following numbers of full packages sold:
2012 – 59 2013 – 73 2014 - 89
In 2012, we did not achieve the count of 89 packages sold until 2 weeks prior to the Conference! This is a 3-week advancement.
- 11 properties are registered for 2014 that did not attend in either 2012 or 2013.
- An additional 14 properties have registered for both 2013 and 2014 that did not attend in 2012.

5. How was the Program Presented to the Target Audience?

The program was presented to our members in two ways:

1. Via a special offer.

The initial communication took place 14 weeks prior to our Conference dates and focused on a new one-week only online registration special. By registering this far in advance, our attendees will save the most on their conference registrations.

2. Through a revised and expanded marketing approach.

The revised approach, updated the way and frequency that we communicate Conference information to our members. The goal was with more constant communication regarding the Conference members would remain engaged in the message and be prompted to register.

The expanded marketing approach has taken place primarily via email, member blog posts and our weekly electronic newsletter.

A key component has been our Session Highlight emails which started going out 12 weeks ahead of our Conference dates and are sent every Tuesday. The emails highlight a specific Conference session and include:

- Paragraph description of what the session will cover.
- Speaker name, company and photo.
- Links to the online registration form and complete conference page of our website.
- Information on the session/Conference sponsor.
- Links to past Session Highlight emails.

This information is also summarized in a member blog post and our weekly *Wisconsin Lodging Insider*.

6. Any Additional Information:

Members have shared positive feedback regarding the campaigns with us. Sample marketing pieces are attached for your review.