

Closing the Deal – Marketing to Associations



Frankfurt
April 14, 2007





What We (Associations) Need

- Allow us to pick the best destination for our meetings
- Help us navigate possibly uncharted waters
- Make it overall easier for us
- Help us avoid problems or solve them
- Tell us what matters to us (customized approach)
- Be objective and truthful
- Be a partner to us and an advisor
- Manage our expectations – sometimes NO is the right answer
- Deliver what you promised

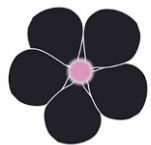
= Help us be successful!





Consider.....

- What is good for you vs what is good for the association
- Politics vs Emotions
- Apathy vs Impatience
- Facts vs Promotion
- Short-term success (“close the deal”) vs long-term success (deliver a successful meeting)
- Who makes the decision and how you talk to them (LOC, Board, Staff)
- Associations share experiences
- Every member of the destination team contributes to the overall experience





Good

- Know the association, our history, objectives, needs
- Listen
- Understand
- Truly care
- Seek an open dialogue
- Be trustworthy, honest and open (facts vs. promotion)
- Supply the requested, detailed, accurate information/
costs when needed (transparency)
- Focus on facts NOT glossy brochures and DVD's
- Be serious in your "marketing approach"
- Be attentive not pushy

= Be a partner/advisor





Bad

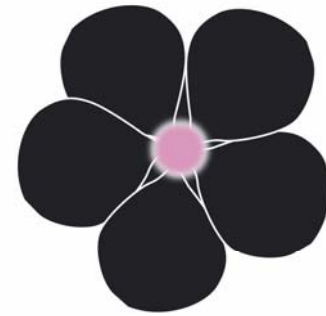
- Unsolicited and inappropriate contacts
- Mass solicitations (particularly if they are not a fit)
- Initial bid accompanied by commercial agency (eg. PCO)
- Inappropriate city/centre/agency positioning/lobbying
- Un-coordinated contact by several members of the destination team
- Lack of or inaccurate information
- Actions that go directly against the official bidding process.
- Actions that put the interest of the destination before the interest of the Association
- Inappropriate presents, invitations, offers



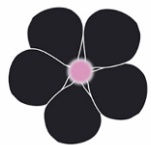
Marketing.....

**.....Starts with the first contact
and
ends long after the meeting.**

**« Closing the deal » is not the end –
it is the beginning!**



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