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# Hawaii Convention Center / SMG 2012 Annual Marketing Plan



Presented by:  
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Executive Director of Sales & Marketing  
Webinar Presentation



# PRESENTATION OVERVIEW

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- 2011 Review
  - 2012 Annual Marketing Plan
    - New Initiatives
    - Market Segments to impact Short Term
    - Traditional Long Term Markets
    - Role of the Global Outreach Program
    - Promotional Programs



# COMPETITIVE SET

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- San Francisco
  - San Diego
  - Los Angeles
  - Seattle
  - Vancouver
  - Las Vegas



# MARKET OVERVIEW

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- Global Economic Conditions






- Research Sources

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- HTA Research Department
      - Industry Reports
      - Metropoll
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# CHALLENGES






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- Global Economic Instability
  - Distance / Time out of office
  - Destination Costs
  - Perception of Hawaii as a Leisure Destination
  - Act 105



# OPPORTUNITIES

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- 2011 APEC Host
  - Award Winning Convention Center
  - Marketing Flexibility Fund
  - New & Expanded Air service
  - Globalization and Growth of Associations and Corporations
  - Continued Increase on green initiatives
  - Strategic Industry Partnerships
  - Increased Destination Communications
  - Strategic Advisory Group Assessment and HTA Guidance



# APEC EFFECT

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- Department of State
    - Working with governmental agencies for global/ministerial meetings
    - Department of State International Office of Conferences
  - National Center for APEC (NCAPEC)
    - Primarily Asia Corporate



# ON-GOING INITIATIVES

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## Continue to develop Strategic Alliances



### National Market

- Professional Convention Management Association
- American Society of Association Executives
- Health Care Exposition Association



### Regional Markets

- New York Society of Association Executives
- Association Forum of Greater Chicagoland
- Association of Meeting Professionals (Washington D.C.)



# TRADE ASSOCIATION PARTNERSHIPS

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## **Professional Convention Management Association**

- 2010 – 62% of future bookings from PCMA members
- 2011 – 58% of future bookings from PCMA members
- Joint branding with premiere educational organization for the meeting planning industry
- Positioning as international destination partner – access to international meeting clients and international trade associations (Reed International, IMEX etc.)



## **New York Society of Association Executives**

- Potential National Media Opportunity currently being developed








## **American Society of Association Executives**



# PARTNERSHIPS






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- 
- Matson – Collaborate with HTA to secure an Exhibitor Shipping and Freight offset
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- Airline Industry – Collaborate with HTA to secure a convention rate and dedicated seat allocation
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- Hotel & DMC's – Training program to enhance destination sales
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- Neighbor Island – Familiarization Tours and Educational opportunities for clients and hoteliers
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# EXPERIENT PROMOTION






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- HCC is co-hosting the Experient E4 Conference in August 2012.
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- Groups that use Experient:
    - Associations
      - American Osteopathic Association
      - Solar Energy Industries Association
      - Society of Environmental Toxicology & Chemistry of North America
    - Corporate
      - McDonalds Corporation
      - Microsoft Corporation
      - Cisco Systems
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# HAWAI‘I BUSINESS AMBASSADOR PROGRAM

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- Complete a review of the current program and expanded database of potential business and volunteer ambassadors
  - Develop better engagement with the community; and to increase conversion of tentative to definite



# Conference Development

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- **Develop New Conferences:** Apply the same successful model of conference development to a Health & Wellness or Conservation Conference as used for the Clean Energy Summit – Target 1,000 delegates

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- **Change scope of existing local and regional conferences:**



## **Governor's Pacific Rim Safety and Health Conference**

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- In the past – 500 delegates – Local and some US
  - 2012 – Anticipate 750-1,000 delegates
  - Increase off-shore attendance, apply *Global Outreach* and promote in Asia.
  - Build partnership opportunities for future years to grow the conference.
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# TRADESHOW DEVELOPMENT

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## Restaurant and Nightclub Tradeshow

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- Seek a professional trade show producer with contacts in nightclub and bar distribution
  - Industry to produce a Restaurant and Nightclub tradeshow to be held at the HCC
  - Minimum of 50,000 gross square feet of exhibit space
  - Minimum of 8,000 citywide room nights.






# EVENT DEVELOPMENT

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## PACIFIC RIM JAZZ FESTIVAL

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- Continue the development of the HCC in concert with jazz musician and promoter Michael Paulo
  - Build on the success of the festival to rival the Java Jazz Festival
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# Develop New Hosted Buyer Event

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- Conduct a Hosted Buyer Event in Honolulu and the Big Island as a post trip to the PCMA Annual Convening Leaders Convention








- Target:
  - PCMA Member Association Planners
  - Corporate Member Planner
  - Third Party Member Planners
  - International Member Planners





# NEIGHBOR ISLAND SALES INITIATIVES

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- Continue Momentum from 2011
    - Educational Site Visits
    - Inclusion in Site Inspections
    - Promotion of Neighbor Islands for Pre and Post Convention Meetings
    - Affiliation Group Meetings and Sponsorship opportunities
    - Working Closely with Destination Marketing Companies
    - Packaged Tours
    - Lead Generation for Single Property Events handed off to HVCB and Neighbor Island Bureau
    - Education and HCC training and tours of the Center for Neighbor Island Stakeholders



# SHORT TERM TARGET MARKETS

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- Short Term 2012, 2013 & 2014
    - Partnerships
    - Attendance Building
    - Global Outreach



## International - Asia

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- Incentive & Corporate Meetings
  - SMERF
  - Conferences



# LONG TERM TARGET MARKETS


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- National Associations
  - Medical Associations & Organizations
  - Tradeshows
  - Corporate Meetings
  - Incentive Planning Companies
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# HTA IN-MARKET REPRESENTATIVES

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Leads will be primarily from corporate incentive area – award ceremonies, banquets



Develop training for:

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- Convention Center Features and Benefits
  - Destination Features and Benefits to address components of conventions
  - Prospecting and Identification of international associations with potential for Citywide opportunities
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# SALES TEAM DEPLOYMENT

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- Washington D.C. / Mid-Atlantic Region
  - Chicago Midwest Region
  - California and West
  - New York / Northeast
  - Hawai`i
  - Japan
  - China

# MARKETING

- Advertising
- Integrated Campaigns and Promotions
- Collateral Materials
- Internet
- Public Relations
- Global Outreach



**CHEST 2011**  
10月22日, 26日  
星期四- 星期日  
夏威夷大会

**HAWAII**

**CHEST 2011全球焦点**

从10月23日, 星期天开始有超过300个研讨会可供选择。国际性的以期待贯穿整个, 研讨会包括:

- 全世界的肺病
- 被动吸烟和肺病的全球负担
- 慢性阻塞性肺病的全球负担
- 胸膜疾病: 全球透视
- 更多

国际开幕研讨会  
10月23日, 星期日  
今日中国的肺科医学  
了解针对公众健康, 疾病预防, 医疗资源分配和医疗保险政策的政府政策如何制定。演讲者包括中国的著名专家。

主旨演讲  
Sherwin Nuland, MD  
10月24日, 星期一  
杨斯怀特, 外科医生, 老郎, 历史学家和著名作家, 医学博士  
Sherwin Nuland讲述医学实践的历史和未来。

全球病例报告  
10月25日, 星期二  
不要错过全新的全球病例Poster报告会, 来自世界各地的特别, 不常见的病例。来自30多个国家的病例将被讲述。

**今年全新推出!**

特殊活动  
OneBreath™ Luau 大餐  
10月23日, 星期日  
用你的时间一起享用精彩的夏威夷Luau大餐, 由CHEST基金会赞助, 为支持OneBreath活动筹款。  
访问 [www.accpmeeting.org](http://www.accpmeeting.org) 了解更多。

了解更多  
[chest2011.hawaii.convention.com/zh/accpmeeting.org](http://chest2011.hawaii.convention.com/zh/accpmeeting.org)



**Aloha! E Komo Mai! Welcome**

Am Association of Orthodontists  
AAO

ホノカヒカ iles like 'ana  
"다 함께 노저어, 힘들 모아서."

2012년 5월, 하와이에서 열리는 미국 치과교정전문학회(AAO) 제 112회 연례학술대회에 오십니다. 저희 하와이 열정의 이들을 귀국의 세계의 주치의 과학학을 및 연구프로그램을 마련, 치과교정전문회 및 관계자 여러분을 맞이합니다. 본 학술대회에 참여하시는 가운데 후문 대양방의 순박함을 이룬다를 경험할 즐기십시오.

지역회 함께 하와이에서 열리는 추위를 만드십시오.  
감사합니다.  
Mike  
2011-2012 AAO 회장  
Michael B. Rogers, DDS, MS

**알로하! Catch the Aloha Spirit!**  
2012년 정상의 치과교정전문의 학술대회, 아름다운 하와이에서

• 전체 160명 이상 전문학회 강연:  
- 각국의 사례 발표  
- 일반 주제 - TAD, 영상전단, TMD/교합 등  
- 국제해군 및 특수 임상학  
• 하와이연세대학의 강의를 (매일 7:30am-2:30pm) 대대호 교정전문 학회.  
• Double Brethers 의 음악회 함께 하는 하와이! 아리송이랑 개구리  
• 의도강한 안전 표시의 영웅, Chesley "Stu" Silberberger III 기자의 우수 교정전문의 시상식 연설  
• 지원사 강연:  
- Dr. Tom McEgan, John Valentine Merston 후문 강연  
- Dr. Sheldon Baunrrnd, Jacob A. Salzman 후문 강연  
- Dr. Don Joseph, Edward H. Angle 추모 강연  
• The Zippers 의 음악회 하와이 음악이 함께하는 해변의 파티.  
• 체육공과 특별 이벤트  
• 학회회의 아티스트를 통한 여행을 즐기는 강연 (매일 7:30am-2pm).  
• 아름다운 하와이주 전체에서 열리는 4회의 사후형식 (총 8CE 학점):  
마우이 (Ki'anapala and Wailea), 카우아이 (Princeville), 오아후 Oahu (North Shore).

자세한 안내는 [AAOinfo.org](http://AAOinfo.org)



**SAVE THE DATE**  
APS 31st Annual Scientific Meeting

2012년 5월 16일~19일  
하와이, 호놀룰루  
비타 Hilton Hawaiian Village  
하와이 컨벤션 센터

본 행사를 후원하는 후원회!  
[www.APSscientificmeeting.org](http://www.APSscientificmeeting.org)  
문의전화: +1-847-375-4715 #5  
#5번을 누르십시오.

**皆様のご参加をお待ちしています**

Am Association of Paediatric Dentistry  
RESEARCH  
EDUCATION  
TREATMENT  
ADVOCACY

**参加対象者**

미국歯科学会第31回年次学術会議は、学際的な歯科学術の出席を歓迎する。歯科学や歯科臨床的な広範な専門分野の知識を有した研究を兼ね、基礎研究からトランスレーショナルリサーチ、臨床研究まで最新の成果をご紹介しています。この会議は、歯科専門の専門家と保健医療の専門家の学際的な交流の場となっています。

米国歯科学会第31回年次学術会議は、急性の痛み、癒および癒以外の慢性の疼痛、反復性疼痛の診断や治療、管理についての最新情報を提供いたします。参加者は疼痛管理に関する研究や臨床研究を有することを目的としており、専門家の経験レベルに応じた内容となっています。

**会議のねらい**

- 疼痛研究のプロフェッショナルとの交流、ネットワークづくりができます。
- 専門家の研究を通じて、多様な疼痛管理モデルが提供されます。
- 臨床応用の可能性に関する最新の基礎科学や臨床・心理学的研究について学ぶことができます。
- 疼痛研究および疼痛管理における新たなトレンドや技術、治療、診断法について研究する良い機会です。
- 研究の考え方や将来の研究の方向性についてポスター発表者と議論を促して下さい。
- 特別に設計された製品やサービスを総額150以上のブースが提供されますので、ぜひ訪問して下さい。

**ポスター発表**

ポスター発表に関する詳細は2011年9月1日よりご覧いただけます。期日は2011年11月21日まで。最新情報は [www.APSscientificmeeting.org](http://www.APSscientificmeeting.org) をご覧ください。

# NEW WEB SITE

<http://hawaiiconvention.com>

HAWAII  
CONVENTION CENTER  
Where Business and Aloha Meet

日本語 | 한국어 | 中文



ATTENDEES



PLANNERS

## EVENTS CALENDAR

**It's All About Kids Principals Education & Technology Conference / Social Media Summit**

Dates: 10/19/2011 to 10/19/2011

**ACCP Chest 2011 Annual Meeting**

Dates: 10/22/2011 to 10/27/2011

**Hawaii State Numismatic Association**

Dates: 10/28/2011 to 10/30/2011

[View All >](#)

## TESTIMONIALS



**Christine Phelps**  
Deputy Executive Director  
American Academy  
of Neurology

[watch more >](#)





# NEW ADVERTISING



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—Roberta Kravitz,  
Executive Director,  
International Society for  
Magnetic Resonance  
in Medicine


*"We had over 300 educational talks and 890 oral presentations, and at any one time 1,500 people viewing posters and conversing about cutting edge science in healthcare for the near future."*



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**INVIGORATING**

*"They're doing business and they all have a great time."*




—Alice DeForest,  
Executive Director,  
American Academy  
of Periodontology

*"The Hawai'i Convention Center is really unique. You have the indoor-outdoor ambiance, the trees, the breezes, and people can sit and talk in a beautiful setting. It's one of the reasons we came back."*



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**CONNECT.**

*"In Hawai'i we had more people from the Pacific Rim than we've ever had before."*



—Darren Meradola, CMP  
Senior Director,  
Conference Services,  
Alzheimer's Association

*"We were ready to tap into the Pacific, but we weren't ready to go to Asia. Hawai'i is an amazing place if you want to open up the Asian market."*

In Honolulu, a U.S. city with an international personality, join with other cultures and economies to pursue common business goals. Extend your business to the ever-expanding Asia Pacific marketplaces. Meet new Pacific Rim members halfway, where East literally meets West.

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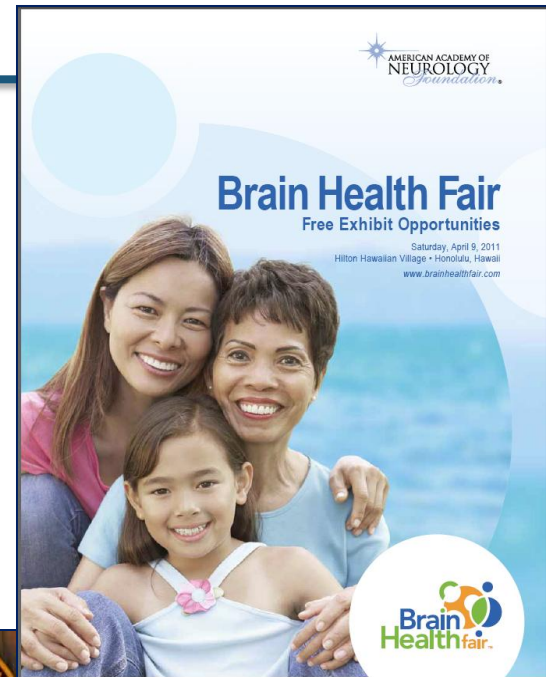


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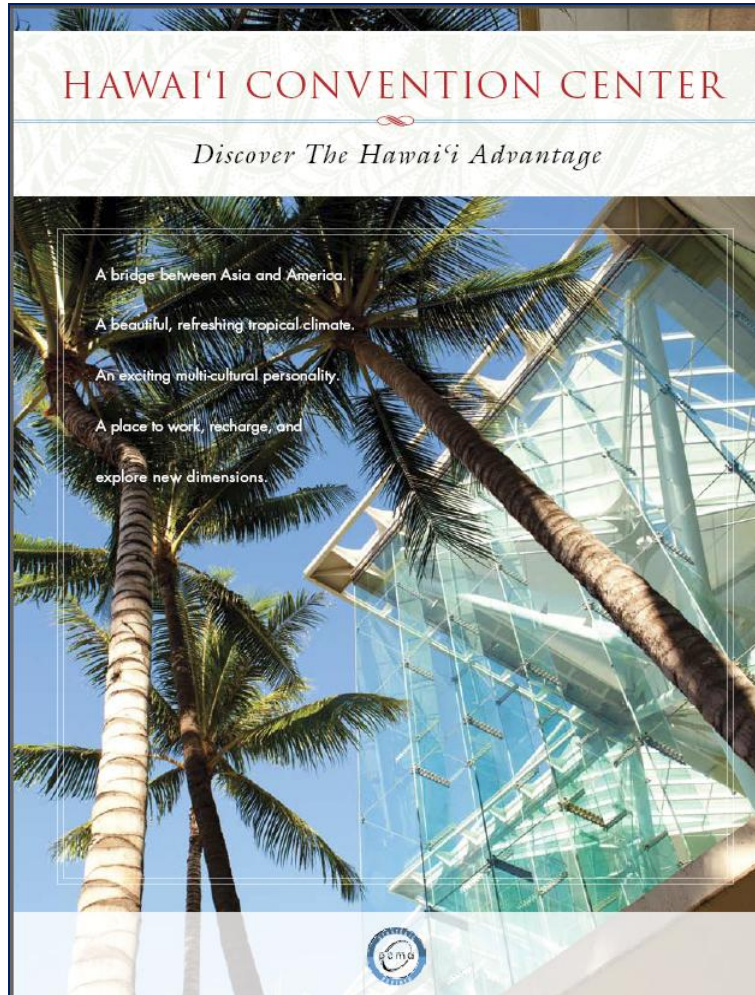


# MEASURES OF SUCCESS

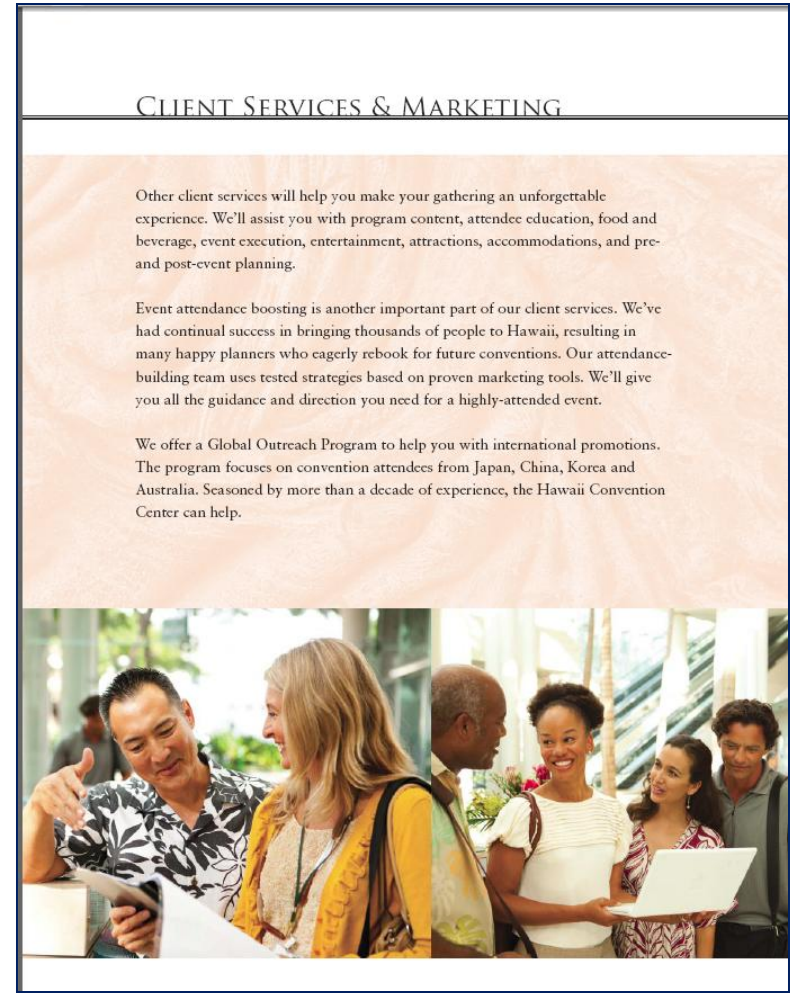
- Community Outreach
- Delegate Spending
- Economic Impact
- Business Development
- Destination Partners
- Pride of the State of Hawaii



# NEW COLLATERAL



**Outsert/Brochure**



**Bid Book**



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