

# Visit Portland Group Marketing

## FY 2024/2025 Projects/Program of Work

- **Objective**
  - The state of Maine has now been reduced to one CVB, Visit Portland. This CVB and team will act as the primary meetings contact for the state and all marketing will say, “Your Maine Meetings Team, Greater Portland CVB”. The focus for the state is to attract meetings that are in alignment with the economic development office's growth sectors, which includes Food/Marine, Forest Products, Making/Manufacturing, Technical services and additional more specific include biotechnology, composites, advanced materials, environmental technologies, forest products, agriculture, marine technology, aquaculture, and precision manufacturing. The focus for the state would be smaller meetings up to 550 on peak between (Bangor and Portland) and groups that would want to extend their business travel into “bleisure (business-leisure)” trips.
- **Goals**
  - Create awareness of Maine’s meeting capabilities
  - Drive interest in the state’s market segments
  - Develop a local awareness campaign (backyard initiative)
  - Support tradeshow and sales initiatives
  - Planner contact list management and growth

### Projects

- **Digital Edge Marketing Initiative**
  - Creative & microsite refresh for local awareness campaign
  - Digital Campaign (content, email, digital media, Social)
  - 5 Meet in Maine videos
- **Local Awareness Campaign via LinkedIn**
  - Live Local. Meet Local.
- **Experiential FAM Tour**
  - Spring, 2024
  - 10 active meeting planners
- **Tradeshow Participation**
  - Small & Boutique Meetings
  - Connect Marketplace
  - Destination East
  - IPEC
- **Meeting Planner Email Outreach**
  - Year-round initiative
- **Event Planner Guide**
  - Mailing of the Event Planner Guide to a list of 4,200 planners
- **Marry in Maine Campaign**

## January

- Meet in Maine Campaign Video #5 content strategy
- March Newsletter + Digital Media content strategy (DE)

## February

- Sales + Marketing Meeting
  - SMCC
- Meet in Maine Campaign Video #5 content strategy (DE)
- NESCVB Luncheon
  - Boston, MA

## March

- Meet in Maine Campaign Video #5 development (DE)
- Maine Meetings Newsletter
- Media Content Development (DE)

## April

- Sales + Marketing Meeting
  - The Brunswick Hotel, Brunswick ME
- May Newsletter + Digital Media content strategy (DE)
- Small + Boutique Meeting Coop development

## May

- Maine Meetings Newsletter
- Small + Boutique Meeting Coop to print

## June

- Sales + Marketing Meeting
- Great Portland FAM Tour
  - June 2-5
- Media Content Development (DE)
- Small + Boutique Meetings, KY

## Fiscal Year 2025

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## July

- Impress your Delegates Campaign

## August

- Connect Marketplace
  - August 27-29 | 3,000 attendees | Approx. 1,200 planners

## September

- Sales + Marketing Meeting
  - September 18 | Saltwater Grille
- Campaign development

## October

- Destination East
  - October 21-23

## November

- Sales + Marketing Meeting
  - November 6 | Portland Regency Hotel + Spa

## December

- Campaign Development

## January

- Independent Meeting Planner Education Community Tradeshow
  - January 26-28

## February

- Sales + Marketing Meeting
  - Date TBD | Location TBD