



BUSINESS EVENTS

RESTART SUPPORT

for International Destinations and Venues

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| it's time



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INTRODUCTION

It's time. As the world begins to slowly reopen and prepares to meet again, it's time for us to focus on reengaging with our audiences, restoring our networks, rebuilding our pipelines and doing business once more.

During the past year our team have been using their skills and 24 years of expertise across the business events sector to help our destination and venue clients prepare themselves for a new future.

Now it's time to help you.

SERVICES

We have developed an industry leading suite of multi-channel marketing and communications services, designed to get you back to business as quickly as possible. These can be provided as short-term stand-alone projects or campaigns or delivered as part of a fully integrated longer-term package of support.

AUDIENCE PROFILING & ACQUISITION

Destination audiences have been severely disrupted and displaced over the past year. Our team will use a range of live and online tools to develop client and customer profiles, based on their perceptions, interests and behaviours and use those to identify and acquire high-value buyer audiences and influencers.

COMMUNICATIONS & ENGAGEMENT STRATEGIES

We bring together all of the best elements of our team and expertise to create and deliver strategies that engage with your target audiences. Strategies that produce compelling and engaging content for buyers, stakeholders, media and influencers that raises understanding, transforms perceptions and builds confidence to deliver powerful results.



PR & MEDIA RELATIONS

Trusted news and earned media continue to be important to destinations, with 89% saying PR & media relations will be their primary channel during recovery. Our expert media team offer strategic consultancy and campaign implementation across a range of print, digital and broadcast titles within many industry sectors. We work on a variety of briefs from short-term projects to longer-term retainers.

COMPETITOR BENCHMARKING & ANALYSIS

We use our comprehensive knowledge and wide-ranging network to gain a level of insight that allows you to develop a far-reaching plan based on detailed competitor awareness. This enables us to create a communications growth strategy which is defined by opportunities and achieves long term value.

STAKEHOLDER & INFLUENCER ENGAGEMENT

We work with a wide range of stakeholders and influencers across a range of sectors to encourage activity and help build brand value. Operating across our extensive global network, our team handle all aspects of engagement to support short and long-term campaigns, putting tools in place to measure their effectiveness.

DIGITAL COMMUNICATIONS & SOCIAL MEDIA

Our in-house team are experts in all aspects of digital communications and social media. They use their knowledge and capability to develop strategies and create campaigns which engage with existing audiences and expand reach to find and connect with new ones, all designed to build trust and win loyalty.

DEVELOPMENT OF AMBASSADOR PROGRAMMES

Having a persuasive and effective Ambassador Programme is now recognised as being vital when successfully bidding for international association events. In addition, demonstrating strong local support for a particular bid is often the difference between success and failure. We work with clients across the business events sector to create new programmes or refresh existing ones, to deliver added value and a long-term legacy.

SALES & BID SUPPORT

Having a brand story that is fully integrated across all aspects of your business is vital in achieving increased engagement and winning new business. We work with our client's national and international sales teams to ensure that relevant and compelling messages are woven throughout the entire sales process, and also work to support communications within specific major bid documents and presentations.

TRADE SHOW STRATEGY & SUPPORT

Tradeshows remain an important and effective means of connecting with your key customers and discovering new ones. With over 50% of business events destinations forecast to be exhibiting at trade shows this year as part of their recovery process, it's important to have a strategy and approach that sets you apart from the crowd. We work with clients to create a series of tactics designed to maximise the investment they are making.

ADVOCACY & GOVERNMENT RELATIONS

As trust and confidence has been eroded during the pandemic, it's important that destinations and major venues have a plan of advocacy as part of their overall communications strategy. Our senior team has many years of experience working with global clients to develop resources to help destinations communicate their value, both inside and outside of their communities. We also provide advice and support on areas including public policy, community consultation, planning, stakeholder engagement and reputation management.

CRISIS AND REPUTATION MANAGEMENT

Hard won but easily lost, the pandemic has shown us how important it is to win the trust and confidence of our audience. Negative or false news and content can severely impact the reputation of a destination. Our senior team have extensive real-time knowledge of working on a wide variety of high-profile crisis management issues. We provide clients with strategic advice and the implementation of crisis recovery plans, using a range of tools including crisis planning and simulation, media management, training and online reputation monitoring.



EXPERIENCE

With over 24 years of working in this industry, business events are now part of our DNA. We are the recognised leaders in providing communications services to the global meetings and events community and are proud to support some of the most well-known and trusted destinations and brands across the UK and Europe, North America, Middle East and Asia Pacific, helping them to navigate their way from recovery to revival.

CONTACT

It's time to get in touch to discuss how you can use our years of experience and network to support your restart and add value to your destination or venue.

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