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# **INNOVATIVE MARKETING '09**

## **The Carrier Group Conference**

**16<sup>th</sup> June 2009**



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# **Tim Manson**

## **Operations and Policy Director**



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# Marketing Birmingham

- Remit
  - The strategic Marketing Agency for Birmingham
  - Founded in 1982 as public/private partnership
  - 62 staff with a annual budget of £8.9 million
- Volume and Value 2008
  - Visitor spend £4.6 billion
  - Visitor numbers 32.2 million
  - Direct employment 61,327



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# Working with The Carrier Group

- Took over our call centre function in 2005/06
  - Handles all Visitor Services calls
  - Brochure fulfilment
  - Major event support
  - Accommodation and ticket sales
- Market research



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# 2009/10 Priorities

- Visit Birmingham
- Birmingham Convention Bureau & Major Events
- Taste of Birmingham
- Science City
- Live and Learn



**BIRMINGHAM**

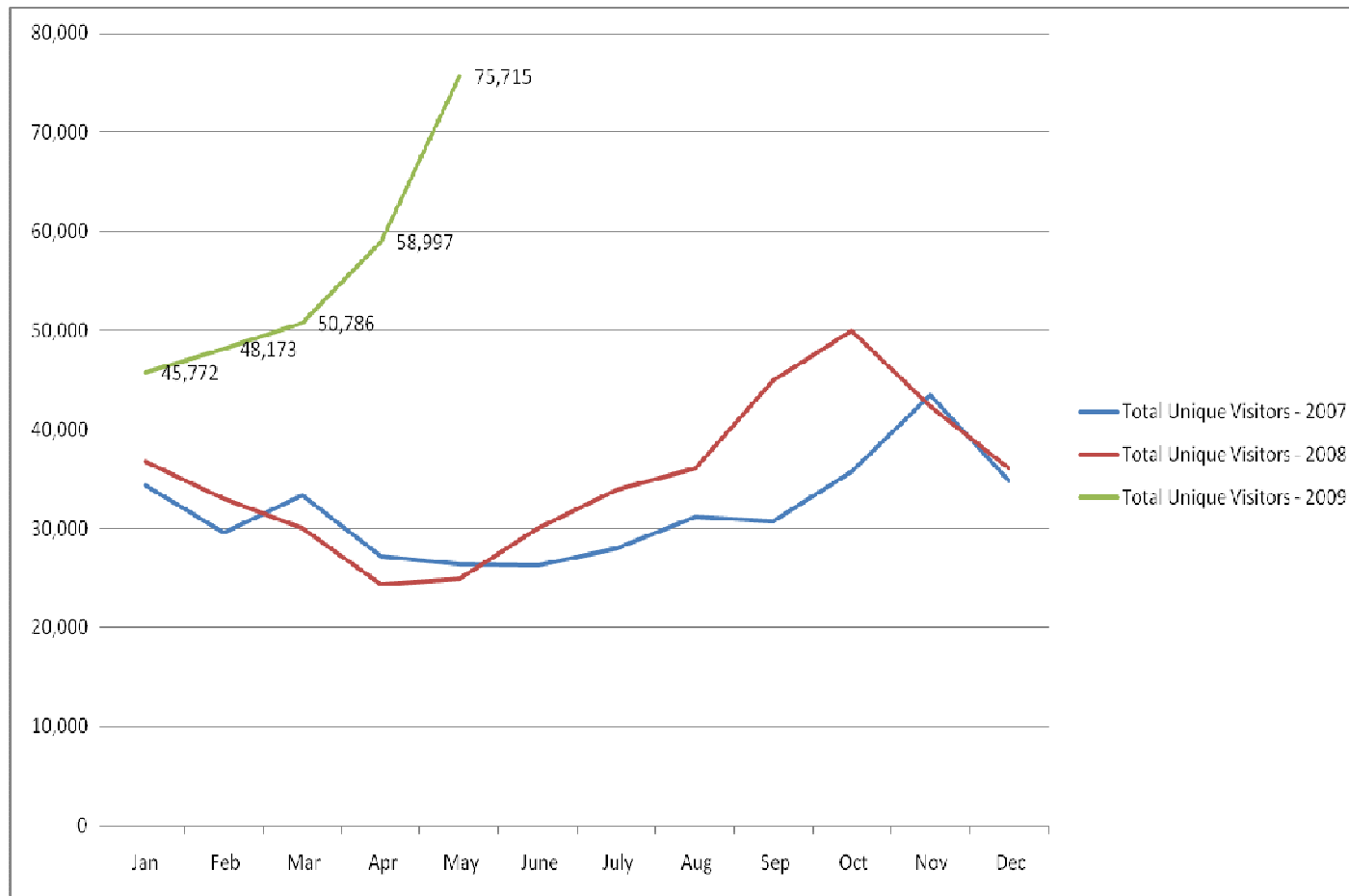
# Visit campaign: objectives

- Drive traffic to [www.visitbirmingham.com](http://www.visitbirmingham.com)
- Increase the amount of overnight stays
- Improve perception
- Gain positive PR coverage
- Create a brand that reflects the leisure offer of the city, has stand-out and is memorable



BIRMINGHAM

# visitbirmingham.com



**BIRMINGHAM**

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# The value of our CRM

- Use Microsoft Dynamics
  - Account management of our Commercial membership of 300 and 60 Champions
  - Our CRM is linked to our web-site with all member data being pulled up to either [www.visitbirmingham.com](http://www.visitbirmingham.com) or [www.marketingbirmingham.com](http://www.marketingbirmingham.com) our corporate web-site
- Send 100,000 e-mails a year out of the system
  - 3000 Convention Bureau contacts
  - 7500 Visit subscribers
  - 7000 Taste of Birmingham attendees
  - Regular updates to our members





## The word is out!

Birmingham is a great place for your next city break!

Welcome to the January newsletter from VisitBirmingham.com. Keep reading and find out what's coming up in the next few weeks including one of England's biggest sporting events and Birmingham's free celebrations for Chinese New Year.

[→ Discover More](#)

### ↓ In this month's issue



#### The word is out - Theatre

The Crescent Theatre in Brindleyplace stages a real family favourite this month - Winnie the Pooh.

[Click here to find out more about this fun production](#)



#### The word is out - Music

Birmingham's award-winning CBSO kick off 2009 with a series of fantastic concerts, including the first CBSO Wagner outing for its musical director, Andris Nelsons.

[Find out more about the CBSO concerts here](#)



#### The word is out - Festivals

Birmingham's celebrations to mark Chinese New Year return to the city's Chinese Quarter in February.

[Check out further details of the free celebrations here](#)



#### The word is out - Sport

The National Indoor Hockey Championships is the top hockey event of the year. It features England's top four men's sides and the top four women's sides and is coming to the NIA on Sunday 25 January.

[Find out more about this major sporting event here](#)

### ↓ Quick links

What's on?

[Book a place to stay](#)

[Book a restaurant](#)

[Book events & attractions](#)

[Book a flight](#)

[Book a short break](#)

[→ Send to a friend](#)

[→ Send feedback](#)

### ↓ Promotions

#### Competition



Win tickets to see children's classic Winnie the Pooh at The Crescent Theatre.

[→ Click to enter](#)

#### Related links

[→ Theatre](#)

[→ Music](#)

[→ Sport](#)



9-12  
JULY  
2009



## Last chance to get these special juicy offers for Taste of Birmingham 2009!



Book your tickets before 31 May 2009 and get a 2nd ticket absolutely free. **Book now** and quote offer code **VISIT** when prompted. This offer will not be repeated!

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Book your premium ticket before 31 May and enjoy an upgrade to a VIP experience. This includes £15 of Crows, fast-track entrance, access to the VIP area and a complimentary glass of Laurent Premier champagne all for just £23!

The RRP for this ticket is £38 and they are strictly limited so book now and quote offer code **PREM** when prompted!

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## These offers are only available until Sunday 31 May so don't miss out on a truly delicious day, book now!



Enjoy strolling from one restaurant to another enjoying tantalising simple dishes from 17 of the region's top restaurants. Choose from an array of different cuisines from Indian to Italian and a few surprises in between. Find out more about the restaurants at Taste of Birmingham 2009.

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**TASTE OF TASTE** - Get a taste of what's to come at Taste of Birmingham 2009.

Taste of Birmingham celebrated Gay Pride this weekend with a Taste of Taste. This was the first in a series of Taste of Taste events to find out more visit the website.

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**See you there!**

To take advantage of these great offers and for all the latest news visit [www.visitbirmingham.com/taste](http://www.visitbirmingham.com/taste) or call 0871 230 1092.





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