

NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

2011-2012 Marketing Activities Calendar

Cheryl **Cindy** **Danielle** **James** **Janie** **Mike** **Lisa** **Becky** ?

Status:
Completed
Not Completed
On Hold - \$\$
Cancelled - \$\$
Not Attending - \$\$
Moved to <i>_(month)_</i>
In Progress
Ongoing

<u>Date(s)</u>	<u>Activity</u>	<u>Staff</u>	<u>Status</u>
July 2011			
1	Update/Index Website	Jared	Completed
1	Photo Contest Info added to Facebook	Jared	Completed
2	Electronic Marketing to consumers	Jared/ Janie	Completed
TBD	Electronic Marketing to Zoom In	Jared/Becky	Completed
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
1	New Church Welcome Center Demo and Blitz set up	James	Completed
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to August
15	Driving CD Tour – MP3 version on website w/Paypal option	Jared/Cheryl	Moved to Sept. b/c surgery
25	Media Release – New Hire	Becky	Completed
29	Begin Holiday Flyer	Janie	In progress
30	Media Release –	Becky/Cheryl	Moved to August
30	New Church Welcome Center Demo	James	Completed
31	Gift Shop on Web site	Jared/ Janie/Cheryl	Complete
TBD	Events updated for VTC 2011 Travel Guide	Becky	Completed
14-15	MATPRA Quarterly Meeting	Becky	Hadn't started yet
TBD	Media Releases – 2 Consumer & 2 Group	Becky	Moved to August
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
Aug 2011			
1	Update/Index Website	Lisa/Jared	Completed
1	New Kent Welcome Center Demo/Blitz set up	James	Completed
1	Begin Fall FAM Tour Planning	Janie	Completed
5,12,19,26	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
15	E-mail blast to AAA's, visitor and welcome centers	James	Completed
19-23	SYTA Annual Conference, NYC	Cheryl	Not Going
25	Student Mailer w/new database/out before Labor Day Weekend)	Cheryl	Complete

25	Student E-blast w/new database re: Updated Group Planner	Cheryl/ Jared	Completed
31	New Kent Welcome Center Demo	James	Completed
6	Lee Hall Car Show update to Facebook	Jared	Completed
25	Broadcast Email (Photo Contest Reminder)	Jared	Completed
23	Media Release – Bring your group to NN for the Holidays	Becky/Cheryl	Completed
3	Event Listings updated for VTC 2011 Travel Guide	Becky	Completed
16	Media Release – Bring LOVE to Newport News (Consumer)	Becky	Completed
23	Media Release – Holidays 2011 (Group Release)	Becky	Completed
5	October 2011 – February 2012 Calendar of Events brochure copy to CWB	Becky	Completed
11-26	Proof drafts of COE brochure and submit changes	Becky	Completed
23	Submit info for MATPRA media release re: haunted destinations	Becky	Completed
TBD	Specialty Mailing to MATPRA Marketplace Media	Becky	No list avail yet
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
31	Web site Blog	Becky	Completed by Jared
20	Completed/Returned Hiring Check List	Becky	Completed
24	Supply required info for OpSail 2012 to Joella Adams at Festevents	Becky	Completed

Sept 2011

1-30	Work on copy for the Visitor Guide	Becky	Ongoing
1	Update/Index Website	Jared	Ongoing
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to Oct 17
5	Labor Day Message on Facebook	Jared	Completed
8	Media Release – Military Reunion Planners come to NN for Conference	Becky/Cheryl	Completed
9	Electronic Marketing to consumers (stay connected email)	Jared	Completed
12-13	VMA Fam – here at Comfort Airport	Cheryl	Cancelled by VMA
15	Photo Contest Reminder on Facebook	Jared	Completed
23	Holiday Flyer Completed	Janie	At Printer
28,29,30	Fall festival Message on Facebook	Jared	Completed
28 th	Electronic Group Newsletter – 2,798 database and 1,670 schools	Cheryl/Jared	Completed
30	New Kent Welcome Center Demo	James	Completed
30	Mailing to VSAE regarding Fall Marketplace	Cheryl	Completed
30	Driving CD Tour – MP3 version on website w/Paypal option	Jared/Cheryl	Moved/Feb –Turnover
23	Wine festival Message on Facebook	Jared	Moved to Oct 8th
15	Supply COE info for OpSail 2012 to Joella Adams at Festevents	Becky	Completed

13-16	MATPRA Media Marketplace	Becky	Completed
8	Media Release – Military Reunion Planners ConFAM	Becky	Completed
27	New Event Brochure	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
30	Blog Posting	Becky	Completed
TBD	Electronic Media Kit Review/Update	Becky	Moved to Oct.
<u>Oct 2011</u>			
1-30	Work on copy for the Visitor Guide	Becky	Ongoing
1	Update/Index Website	Jared	Ongoing
1-2	NN Fall Festival of Folklife	James/ALL	Completed
1-2	Electronic Marketing to consumers (Facebook contest Fall festival)	Jared/Janie	Completed
5-6	VSAE Fall Marketplace	Cheryl	Completed
7,14,21,28	Weekly Events Calendars to Consumers and Industry	Lisa	In progress
8	Wine festival Message on Facebook	Jared	Completed
TBD	Where in Newport News are we Photo contest on Facebook	Jared	In Progress
12	Fall Industry FAM Tour	Janie	Completed
9-13	RFN ConFAM – here at Marriott	Cheryl	Canceled
17	E-mail blast to AAA's, visitor and welcome centers	James	Completed
18	VA-1 Tourism Summit	Cheryl/ Becky	Completed
25	Set up NN Ambassador Pass weeks for attractions	Janie	Completed
27-28	VaBeach/Chesapeake/Suffolk Sports FAM Tour	Cheryl	Completed
28-30	Newport News Marriott FAM – Religious Market	Cheryl	Completed
1	2012 Events Calendar Update for COE Brochure	Becky	Ongoing
21	MATPRA Quarterly Meeting, Shenandoah Valley, Va.	Becky	Not Going
6	Media Release – Deadline Approaching for Photo Contest	Becky	Completed
TBD	Media Release – Group	Becky	Moved due to VG
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
30	Blog Posting	Becky	Completed
TBD	Electronic Media Kit Review/Update	Becky	Need Help
<u>Nov 2011</u>			

1	Update/Index Website	Jared	
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to Dec15
5	Profile Sheet for T&T (ABA)	Cheryl	In progress
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	
8	AAA Welcome Center Mission Hampton Roads	James	Completed
9-12	RFN ConFAM – Jacksonville, FL	Cheryl	Completed
10	Customer Service Training – CineBistro in Hampton	Janie	Completed
11	Veterans Day E-blast	Cheryl/Jared	Not done – Turnover
14	Electronic Marketing to consumers-Holiday	Jared/ Janie	Completed
16	AAA Welcome Center Mission Richmond Cent VA	James	Completed
18-19	Site Inspection with Kate Scopetti (Mid Atlantic Receptive Services)	Cheryl/ Cindy	Completed
18	Tour Operator Interview – Metro	Cheryl	Completed
21	Local Sales Calls with industry	Cheryl	Completed
23	New Kent Welcome Center Demo	James	Completed
25	National Tree Event - Coupon Book promotion used	Cheryl	Completed
26 & 28	Coupon Book Available at VC Broadcast E-mail to Consumers	Jared/Cheryl	Cxl'd used at Tree Event
TBD	Where in Newport News are we Photo contest on Facebook	Jared	
TBD	Media Releases – 2 Consumer (Capitol Tree & Photo Contest Winners)	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	Visitor Guide Copy to VistaGraphics	Becky	Completed
30	Blog Posting	Becky	Completed

Dec 2011

1	All Market FAM	Cheryl/ Becky	Moved
1	Update/Index Website	Jared	Completed
TBD	Where in Newport News are we Holiday Photo contest on Facebook	Jared	Didn't happen turnover
TBD	Electronic Marketing to Clients (holiday)	Jared/ Janie	Completed
TBD	Electronic Marketing to Clients (holiday card)	Jared	Didn't happen turnover
TBD	Where in Newport News are we Holiday themed Photo contest on Facebook	Jared	Didn't happen turnover
15	Holiday Cards out to clients	Cheryl	Completed
15	E-mail blast to AAA's, visitor and welcome centers	James	Completed
26	Postmaster Email to City Employees for NN Ambassador Pass	Janie/ Lisa	Completed
28	Electronic Group Newsletter out	Cheryl	Moved to Feb. Turnover

29	Electronic Marketing to locals-Ambassador Passes	Jared/ Janie	Didn't happen Turnover
29	Facebook Message about Ambassador Passes	Jared	Completed
30	New Coupon Book ready for 2012	Cheryl	
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	
TBD	Final Proofing for 2012 Visitor Guide	Becky/Janie	Completed
TBD	March – September 2012 Calendar of Events brochure copy to CWB	Becky	Completed
TBD	Media Release (Consumer: Ambassador Pass & Pfac Photo Contest Exhibition)	Becky	Completed
TBD	Media Release (Group: Student Groups – 150 th Anniv. Of Civil War)	Becky	Completed
31	Blog Posting	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>Jan 2012</u>			
1	Update/Index Website	Mike	Ongoing
1	Ensure website is linked within relevant industry sites	Mike	Ongoing
1	Upload new VG and list on City Intranet/other relevant sites	Mike	In-progress
6,13,20,27	Weekly Events Calendars to Consumers and Industry	Lisa	
6-11	ABA Marketplace, Grapevine, TX	Cheryl	
10	Broadcast Electronic Marketing: Order VG/ This Week in NN	Mike /Janie	In-progress
10	Facebook Message Order VG	Mike	Completed
18	2011 Stats Completed	Janie	Completed
19	Begin Customer Service Trainer Search	Janie	In-progress
30	NTTW Meeting (lunch location & contest)	Janie	
TBD	MATPRA Quarterly Meeting, Wilmington, Del.	Becky	Will attend next mtg in Apr
TBD	Media Releases – Consumer: 2012 Visitor Guide & New Mktg Specialist	Becky	Completed
TBD	Media Releases – Group: Civil War Events in 2012 & Sculpture Brochure	Becky	1 completed; 1 in process
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	NNTDO Winter Newsletter copy to CWB	Becky	???? need explanation
31	Blog Posting	Becky	
TBD	Update VC Presentation	James	Completed
<u>Feb 2012</u>			
1	Update/Index Website	Mike	
1	Ensure website is linked within relevant industry sites	Mike	
1	Electronic Marketing to Clients (Feature Battle of HR)	Mike	
1	Send out Gregory Cherry Nomination Ballot	Janie	

1	Set up NTTW Prize Packages	Janie	
2	Calendar of Events Brochure March– September to CWB	Becky	
2	Valentine’s Day Promo on Facebook	Mike	
6	Electronic Group Newsletter out	Cheryl	
15	E-mail blast to AAA’s, visitor and welcome centers	James	
15	Driving CD Tour – MP3 version on website w/Paypal option	Cheryl	
3,10,17,24	Weekly Events Calendars to Consumers and Industry	Lisa	
15	Update hotel info in Visitor Center lobby	James	
29	Update Industry Notebooks/ Cheatsheets information	James	
TBD	Media Releases – 2 Consumer & 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
29	Blog Posting	Becky	
20	Yearly Newsletter copy to CWB	Becky	

Mar 2012

1	Update/Index Website	Mike	
1	Ensure website is linked within relevant industry sites	Mike	
TBD	Facebook Contest for St Patrick’s Day	Mike	
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	
7	AAA Welcome Center Mission Hampton Roads	James	
13	AAA Welcome Center Mission Richmond Cent VA	James	
15	All market FAM	Becky/Cheryl	
23	Student Mailer (new database and ACT)	Cheryl	
TBD	VA Visitor Center Seminar	Janie	
TBD	Media Releases – 2 Consumer; 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
31	Blog Posting	Becky	

Apr 2012

1	Update/Index Website	Mike
1	Ensure website is linked within relevant industry sites	Mike
6,13,20,27	Weekly Events Calendars to Consumers and Industry	Lisa
6	Demo New Kent Welcome Center	James
15	Broadcast Electronic Marketing NTTW RSVP E-blast	Mike

16	E-mail blast to AAA's, visitor and welcome centers	James	
TBD	Customer Service Training	Janie	
TBD	MATPRA Quarterly Meeting	Becky	
TBD	Media Release – National Travel & Tourism Week Events + 2	Becky	
TBD	Media Releases – 2 Group	Becky	
30	Blog Posting	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

May 2012

1	Update/Index Website	Mike	
1	Ensure website is linked within relevant industry sites	Mike	
1	Welcome Center Blitz Set Up Fredericksburg	James	
3	Update VC Presentation for NTW	James	
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	
5-13	National Travel & Tourism Week	JT/ALL	
5-8	VSAE Annual Conference	Cheryl	
15	Review Photo Library and update if needed	Mktg Spec/CB/SP	
31	Broadcast Electronic Marketing – Visitor Guide Reminder for Summer	Mike	
31	Broadcast Electronic Marketing – Local NTTW Follow Up	Mike	
TBD	Farmers Market info@ Port Warwick on Facebook	Mike	
TBD	Canon Employee Picnic	James	
8	NTTW FAM Tour	Janie	
9	NTTW Luncheon	Janie/ALL	
10	NNHA Hospitality Day	ALL	
18	Thank you notes for NTTW Sponsors	Janie	
TBD	Media Release – National Travel & Tourism Week Contest Winner; Awards	Becky	
TBD	Media Release – 2 Group & Photo Contest	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	Blog Posting	Becky	

June 2012

1	Update/Index Website	Mike
1	Ensure website is linked within relevant industry sites	Mike
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa
1	Welcome Center Demo and Blitz Set Up New Kent	James

2	E-mail blast to AAA's, visitor and welcome centers	James	
5	Broadcast E-Mail to Meeting Planners –	Cheryl/Mike	
15	Broadcast Electronic Marketing – Combo ticket	Mike	
12-14	S.Va Sales mission AAA's and Welcome Centers on roads in S.Virginia,	James	
28	Electronic Group Newsletter out	Cheryl	
TBD	Inventory for NNVC Gift Shop	Janie	
TBD	Media Release –	Becky/Cheryl	
TBD	Media Release –	Becky	
TBD	Media Release – 2 Consumer; 2 Group	Becky	
TBD	Blog Posting	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing