



Convention Calendar Tips & Guidelines

The online convention calendar on www.Atlanta.net/FMO is a great tool for marketing your business to meetings, events and conventions that are coming to Atlanta. Please follow these guidelines and tips to maximize the effectiveness of this resource.

1. Every group is different, but generally the best way to contact meeting planners listed on the Convention Calendar is via email. Please avoid cold calling!

a. Tip #1: Do your homework!

- i. Customize your email for the specific group you are reaching out to.
- ii. Visit the meeting website for clues as to what the meeting planner will need from your business. Oftentimes, you will see past or current event schedules on the meeting website.

b. Tip #2: Make your email brief yet informative and professional.

- i. List your key awards and top clients.
- ii. Include a client testimonial.
- iii. Provide links to your website, pricing, image galleries, etc.
- iv. Consider using bullet points or making a one page flyer.

2. 6 to 8 months before the event comes to Atlanta is the BEST time to reach out to meeting planners.

a. Tip #1: The meeting planner will respond to you if he/she needs your services.

- i. Oftentimes, meeting planners are planning several events in different cities at the same time. Do not get discouraged if you don't hear back immediately.

b. Tip #2: Meeting planners have easy access to your business information.

- i. All meeting planners working with ACVB get a copy of the Convention Planner with all of our member businesses listed by category.
- ii. All meeting planners have access to our Meeting Planners' website www.AtlantaMeetings.net where they can search for member businesses by category with our supplier search tool.
- iii. ACVB's Convention Services department is aware of the meeting planner's needs & make sure they have proper access to your business' information.

3. Stay educated and up-to-date as the meeting industry evolves.

a. Tip #1: Make sure your business information is accurate and up-to-date

- i. Visit the "My Account" section of the FMO site.
- ii. Review and edit your business information listed under each tab.

b. Tip #2: Attend Industry Briefings

- i. Industry Briefings focus on topics such as the state of the hospitality industry and how to work with meetings and conventions.

c. Tip #3: Attend a Membership Orientation Meeting (MOM) or attend again if you haven't been in a while

- i. MOMs are a great way to get a refresher on all of the tools and resources available to you through ACVB membership.
- ii. MOMs will keep you up to date on the latest changes to our technology including your web presence on Atlanta.net and downloading meeting and fellow member information.