

CVB 101

MAXIMIZE
YOUR
MEMBERSHIP



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CVB 101

Maximize Your Membership

The Scottsdale Convention & Visitors Bureau is a membership organization dedicated to positioning Scottsdale as a premier vacation, meetings and group travel destination. We invite you, as a member of the Scottsdale CVB, to maximize your membership with us by learning more about our various departments and exploring the many ways in which we can help you promote your business while working together to promote Scottsdale. We look forward to partnering with you!



DEPARTMENT DESCRIPTIONS

There are many ways to partner with the Scottsdale Convention & Visitors Bureau. Following are brief descriptions that will give you an overview of our various departments.

MARKETING

The marketing department brands Scottsdale as an upscale leisure and meetings destination through the use of advertising, direct mail, high-end collateral and publications, online and email outreach, and a burgeoning event marketing and sponsorship program. Many of these programs are based on cooperative opportunities within which our members may gain maximum exposure and the greatest return on investment.

The Scottsdale CVB also operates a full-service visitor center at the Galleria Corporate Centre and provides the services of a visitor center concierge at Scottsdale Fashion Square. Both locations provide visitors with destination information and personal one-on-one help from visitor center concierges.

CONVENTION SALES & SERVICES

The Scottsdale CVB's convention sales and services department educates meeting professionals about the unique amenities that distinguish Scottsdale from its competition in order to bring more meetings and convention business to Scottsdale. In addition to providing destination education, the convention sales and services experts assist planners in securing space and services for their programs.

COMMUNICATIONS

The communications department garners positive publicity for Scottsdale as a premier leisure, group tour and meetings destination in key local, domestic and international cities while promoting the services and products of Scottsdale CVB members. These media placements increase awareness for Scottsdale and ultimately attract more customers to the area.

The department also works to build credibility for Scottsdale's tourism industry within the community through efforts by the corporate communications team.

TOURISM

The tourism department works with domestic and international travel agents, tour operators and receptive operators to provide guidance on ways they can best capture the Scottsdale experience for their clients. This is accomplished through product trainings and meetings with clients. The department also is responsible for ensuring that the Scottsdale brand stands out as unique in travel product inventories throughout the world.

MEMBERSHIP

The membership program connects eligible businesses with the Scottsdale CVB and with each other. The department presents information to prospective members and works with existing members to help them maximize their membership through education about marketing opportunities, networking events and seminars.

Restrictions may apply to some opportunities. Please refer to your Membership Benefits Summary for your company's complete list of benefits. Contact Brent Gumbert at 480-889-2706 with additional questions about your partnership with the CVB.

FREE OPPORTUNITIES

Maximize your membership by taking full advantage of these free opportunities with the Scottsdale Convention & Visitors Bureau!

MARKETING

- Schedule a one-on-one strategy session with a marketing representative. (page 7)
- Request printed materials from the CVB including visitor and event guides to distribute from your place of business. (page 8)
- Keep the online marketing team apprised of new and exciting happenings so your information can be considered for inclusion on the CVB blog and other social media outlets. (page 9)
- Regularly update your member listing(s) online, including adding an image and a link to a video of your business. (page 9)
- Maximize your online presence by adding events available to the public to the CVB's online events calendar. (page 10)
- Post discount deals (e.g. 20% off or 2-for-1 deals) in the coupon section of the CVB's website to add value to the customer experience. (page 10)
- Promote your vacation, travel industry and meeting specials on the CVB's website. (page 10)
- Display brochures in the CVB's main visitor center. (page 11)

CONVENTION SALES & SERVICES

- Schedule a one-on-one strategy session with a convention sales representative. (page 12)
- Respond to CVB leads via email on the response form included with the lead. (page 12)
- Post special offers in the meeting planner promotions section of the CVB's website to add value to meeting planners. (page 13)

COMMUNICATIONS

- Schedule a one-on-one strategy session with a communications representative. (page 14)
- Keep the communications team apprised of new and exciting happenings at your business so that your information may be considered for inclusion in press releases and e-newsletters, including the *Scottsdale Sun News* newsletter. (pages 14 and 15)

TOURISM

- Schedule a one-on-one strategy session with a tourism representative. (page 16)
- Respond to tourism leads to be included in leisure travel packages. (page 16)
- Request a list of travel professionals in a specific city to promote your business. (page 16)

MEMBERSHIP

- Attend a CVB 101 Maximize Your Membership seminar to better understand how to work with the CVB. (page 18)
- Attend CVB-sponsored networking events to connect with CVB staff as well as other members. (page 18)
- Attend a CVB University Seminar to focus your business efforts more effectively. (page 18)
- Attend a Quarterly Update Meeting to learn more about what the CVB is working on and how you can partner with us. (page 18)
- Visit the Membership Minute blog to get in-depth information on CVB opportunities and programs. (page 19)
- Post special offers in the member promotions section of the CVB's website to promote your product or service to other CVB members. (page 19)
- Utilize the CVB's research to better understand and reach your desired customers. (page 19)

SAMPLE MARKETING PLANS

What are some of the best ways to work with the Scottsdale Convention & Visitors Bureau?
Following are some examples to guide you – no matter what your budget!

SMALL BUSINESS / MODEST BUDGET

Approximate Budget: \$0 to \$1,000*

*Investment level may vary based on individual selections.

MARKETING

- Participate in one or more leisure, meeting planner or tourism email blasts. Cost: \$300 to \$800 each (pages 10 and 11)

CONVENTION SALES & SERVICES

- Host a familiarization (FAM) tour function that showcases your business. Cost: Sponsoring FAM attendees (page 12)

COMMUNICATIONS

- Respond to leads from the CVB to host travel media when they come to Scottsdale. Cost: Sponsoring media (page 14)

TOURISM

- Host travel professionals on site tours during familiarization (FAM) tours arranged by the CVB. Cost: Sponsoring FAM attendees (page 17)
- Send your company's brochures with the tourism team on sales missions and to trade shows for distribution. Cost: \$150+ (page 17)

MEMBERSHIP

- Host CVB staff on a site tour of your business. Cost: Hosting CVB staff (page 19)

MEDIUM BUSINESS / MODERATE BUDGET

Approximate Budget: \$1,000 to \$5,000*

*Investment level may vary based on individual selections.

MARKETING

- Participate in one or more leisure, meeting planner or tourism email blasts. Cost: \$300 to \$800 each (pages 10 and 11)
- Participate with the CVB in a cooperative print or online opportunity. Cost: \$350+ (pages 7 and 9)
- Advertise in the CVB's *Experience Scottsdale* visitor guide and *Scottsdale Meeting & Travel Planners Guide*. Cost: Call for current ad rates (pages 7 and 8)
- Purchase an email list or an address list to target consumers who have specifically requested to receive information about Scottsdale. Cost: \$300 (page 8)

CONVENTION SALES & SERVICES

- Host a familiarization (FAM) tour function that showcases your business. Cost: Sponsoring FAM attendees (page 12)

COMMUNICATIONS

- Respond to leads from the CVB to host travel media when they come to Scottsdale. Cost: Sponsoring media (page 14)

TOURISM

- Host travel professionals on site tours during familiarization (FAM) tours arranged by the CVB. Cost: Sponsoring FAM attendees (page 17)
- Send your company's brochures with the tourism team on sales missions and to trade shows for distribution. Cost: \$150+ (page 17)

MEMBERSHIP

- Host CVB staff on a site tour of your business. Cost: Hosting CVB staff (page 19)

LARGE BUSINESS / SUBSTANTIAL BUDGET

Approximate Budget: \$5,000+*

**Investment level may vary based on individual selections.*

MARKETING

- Participate in one or more leisure, meeting planner or tourism email blasts.
Cost: \$300 to \$800 each (pages 10 and 11)
- Participate with the CVB in multiple cooperative print opportunities.
Cost: \$1,200+ (page 7)
- Advertise in the CVB's *Experience Scottsdale* visitor guide and *Scottsdale Meeting & Travel Planners Guide*. Cost: Call for current ad rates (pages 7 and 8)
- Become a CVB Platinum Member. Cost: \$35,000 (page 7)

CONVENTION SALES & SERVICES

- Host a familiarization (FAM) tour function that showcases your business.
Cost: Sponsoring FAM attendees (page 12)
- Partner with convention sales for trade shows and sales missions.
Cost: Varies (pages 12 and 13)

COMMUNICATIONS

- Respond to leads from the CVB to host travel media when they come to Scottsdale. Cost: Sponsoring media (page 14)
- Partner with the CVB on out-of-market media missions and events.
Cost: \$350 to \$1,000 plus travel expenses (page 14)

TOURISM

- Host travel professionals on site tours during familiarization (FAM) tours arranged by the CVB. Cost: Sponsoring FAM attendees (page 17)
- Send your company's brochures with the tourism team on sales missions and to trade shows for distribution. Cost: \$150+ (page 17)
- Partner with the CVB on trade shows, sales missions, client events and product trainings. Cost: \$350 to \$2,800 plus travel expenses (page 17)

MEMBERSHIP

- Host CVB staff on a site tour of your business. Cost: Hosting CVB staff (page 19)
- Be a CVB annual meeting sponsor. Cost: Varies (page 19)

MARKETING

Marketing opportunities include print, online and visitor services

MARKETING

ONE-ON-ONE STRATEGY SESSIONS

Members can schedule a one-on-one strategy session with a representative of the marketing department to discuss opportunities to participate with the CVB through various marketing programs.

How to Participate

Contact Caroline Stoeckel to schedule an appointment.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Caroline Stoeckel, 480-429-2246, cstoeckel@scottsdalecvb.com		

PLATINUM MEMBERSHIPS

A Platinum Membership provides member businesses with higher exposure levels and access to exclusive benefits in many areas, including advertising, website, trade shows, research, FAMs, collateral and more.

How to Participate

Contact Caroline Stoeckel for detailed information.

Timing	Reach	Cost
Ongoing	Customized	\$35,000 (\$25,000 cash / \$10,000 in-kind)
Contact		
Caroline Stoeckel, 480-429-2246, cstoeckel@scottsdalecvb.com		

PRINT COOPERATIVE OPPORTUNITIES

Cooperative programs are an integral part of the CVB's marketing strategy. The CVB subsidizes many advertising sections and is then able to offer member businesses lower advertising rates. In turn, the more businesses that participate, the stronger Scottsdale's presence is as a destination.

How to Participate

Log on to the Members section of the CVB website and download a copy of the most recent [cooperative advertising plan](#), which details all current opportunities. Call or email to reserve placement.

Timing	Reach	Cost
Ongoing	Varies depending on program	\$1,200 to \$45,000 depending on program
Contact		
Caroline Stoeckel, 480-429-2246, cstoeckel@scottsdalecvb.com		

EXPERIENCE SCOTTSDALE VISITOR GUIDE ADVERTISING

The *Experience Scottsdale* visitor guide is the CVB's primary fulfillment piece. This publication is printed annually and distributed to 200,000 leisure and business travelers and meeting and travel professionals.

How to Participate

Contact Brent Gumbert for information about advertising. Ad sales typically run from April through early July annually.

Timing	Reach	Cost
Annually	200,000 plus more downloads	Call for current ad rates
Contact		
Brent Gumbert, 480-889-2706, bgumbert@scottsdalecvb.com		

SCOTTSDALE MEETING & TRAVEL PLANNERS GUIDE ADVERTISING

The *Scottsdale Meeting & Travel Planners Guide* is the primary fulfillment piece for the meetings and travel trade markets. This comprehensive guide is printed annually and is distributed to 3,000 professional meeting planners, travel agents and tour operators.

How to Participate

Contact Brent Gumbert for information about advertising. Ad sales typically run from April through July.

Timing	Reach	Cost
Annually	3,000 meeting planners and travel professionals	Call for current ad rates
Contact		
Brent Gumbert, 480-889-2706, bgumbert@scottsdalecvb.com		

SCOTTSDALE REPUBLIC “SPOTLIGHT ON SCOTTSDALE TOURISM” AD FEATURES

The CVB produces editorial features in the *Scottsdale Republic* to help communicate the positive impact of Scottsdale’s tourism industry and engage locals in using the CVB as a resource when planning experiences for visiting friends and family. An ad feature includes 150 words of copy and a photo.

How to Participate

Reserve space by contacting Caroline Stoeckel.

Timing	Reach	Cost
Monthly	62,000+ Scottsdale-area residents	\$750 per feature
Contact		
Caroline Stoeckel, 480-429-2246, cstoeckel@scottsdalecvb.com		

EMAIL AND ADDRESS LISTS

Purchase email and/or address lists to target consumers who have specifically requested to receive information about Scottsdale. Customer lists can be segmented by interest (golf, arts and culture, resort/spa) as well as by geographic market.

How to Participate

Call or email to request a list. Note: Emails to names on the list must be sent through our online marketing department; labels are provided for mailers or can be fulfilled by our mail house, In Fox.

Timing	Reach	Cost
Ongoing	Customized	\$300 per list. Each list is good for one-time use.
Contact		
Michele Grace, 480-889-2710, mgrace@scottsdalecvb.com		

DISTRIBUTION OF SCOTTSDALE CVB MATERIALS

By distributing CVB print materials at your business, you help customers learn more about Scottsdale and also help showcase the city.

How to Participate

Call or email for more information about receiving materials on a bi-monthly or one-time basis.

Timing	Reach	Cost
Bi-monthly	N/A	Free
Contact		
Michele Grace, 480-889-2710, mgrace@scottsdalecvb.com		

ONLINE MARKETING

ONLINE COOPERATIVE OPPORTUNITIES

Online cooperative advertising, email and event splash page programs are a cost-effective way to reach a targeted online audience.

How to Participate

Log on to the Members section of the CVB website, click on Member Profile and download a copy of the most recent [cooperative advertising plan](#), which details all current opportunities. Call or email to reserve placement.

Timing	Reach	Cost
Ongoing	Varies depending on program	\$300 to \$1,200 depending on program
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

EXPERIENCE SCOTTSDALE BLOG & OTHER SOCIAL MEDIA OUTLETS

As part of the CVB's online marketing strategy, we maintain an [Experience Scottsdale blog](#), [Facebook fan page](#), [Flickr photo stream](#), [YouTube channel](#) and [Twitter account](#) to further promote Scottsdale.

How to Participate

Keep the online marketing team apprised of new and exciting happenings so your information can be considered for inclusion on the CVB blog and other social media outlets. In addition, we encourage you to interact with us on these sites and post comments on the blog.

Timing	Reach	Cost
Ongoing	Averages 1,300 page views per week (blog only)	Free
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

MEMBER LISTINGS

The member listings section is one of the most frequently visited areas of our website. You can change your business description and images on a regular basis so visitors have something new to see each time they come back to your listing.

How to Participate

Log on to the Members section of the CVB's website and click [Member Profile](#) to edit or add to your business listing. Add new photos or change your description as often as you like.

Timing	Reach	Cost
Ongoing	Overall member listings: 15,000 page views per week	Free
Contact		
Karin Mayes, 480-889-2713, kmayes@scottsdalecvb.com		

VIDEO AND PODCAST LINKS

Visitors love to watch videos to help them visualize the destination and what their vacation experience will be like. Enhance your presence by linking your video or podcast from your member listing.

How to Participate

Email links to your specific video or podcast to mtay@scottsdalecvb.com.

Timing	Reach	Cost
Ongoing	Overall member listings: 15,000 page views per week	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

WEBSITE CALENDAR OF EVENTS

The [online calendar of events](#) provides visitors with the most up-to-date listings of arts and cultural activities, special events and performances in Scottsdale. The CVB's visitor center concierges also use the calendar to search and recommend events to visitors. Additionally, many of the events are included in print versions of the calendar, as well as the *Experience Scottsdale* visitor guide.

How to Participate

Add your special events to the online calendar by logging on to the Members section of the CVB website and clicking [Member Profile](#). Submit a descriptive overview of the event, a photo, your website, address, phone number, event dates, times and admission information.

Timing	Reach	Cost
Ongoing	Averages 600 page views per week	Free
Contact		
Michele Grace, 480-889-2710, mgrace@scottsdalecvb.com		

WEBSITE COUPONS

The [coupons section](#) is a one-stop shop for visitors looking to enhance their Scottsdale stay with special deals. Be sure to describe all offer details, including valid dates, to ensure your coupons stay current.

How to Participate

Enter your coupon information online by visiting the CVB's website, logging on to the Members section and clicking [Member Profile](#).

Timing	Reach	Cost
Ongoing	Averages 1,500 page views per week	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

WEBSITE SPECIAL OFFERS

If you have a special offer to promote, this is the place to do it. From a girls' getaway to a fun family escape, visitors looking for value-added specials find them here. [Offers](#) do not have to include hotel stays. Bundle admission with food, beverage or retail to add value to the customer experience.

How to Participate

Enter your special offer details online by visiting the CVB's website, logging on to the Members section and clicking [Member Profile](#).

Timing	Reach	Cost
Ongoing	Averages 1,000 page views per week	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

TRAVEL INDUSTRY AND MEETING PLANNER PACKAGES

This section is geared toward travel agents, tour operators and meeting planners. Post your special group packages for [travel professionals](#) and [meeting planners](#), including "[hot dates/hot rates](#)" to drive incremental traffic to your business.

How to Participate

Enter your group package details and "hot dates/hot rates" by visiting the CVB's website, logging on to the Members section and clicking [Member Profile](#).

Timing	Reach	Cost
Ongoing	Averages 1,000 page views per week	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

LEISURE EMAIL BLASTS

Monthly email blasts are sent to qualified names in the CVB's leisure visitor database. Each email provides information on Scottsdale news and upcoming events. Each email will provide readers a link to a landing page for more information.

How to Participate

Reserve a space on the landing page by visiting the Members section of the CVB's website. Click on [Member Profile](#) and log in. Click on Program Participation and complete the Leisure Email Sponsorship Form. Call or email for our online advertising options and rates brochure.

Timing	Reach	Cost
Monthly	80,000 opt-in inquirers	\$350
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

MEETING PLANNER EMAIL BLASTS

Quarterly email blasts are sent to qualified names in the CVB's meeting planner database and feature specialized content about planning and booking meetings in Scottsdale. Each email also provides information on Scottsdale news and upcoming events.

How to Participate

Reserve a space by visiting the Members section of the CVB's website. Click on [Member Profile](#) and log in. Click on Program Participation and complete the Quarterly Meeting Planner Sponsorship Form. Call or email for our online advertising options and rates brochure.

Timing	Reach	Cost
Quarterly	5,400 opt-in meeting planners	\$300 (standard) or \$800 (key)
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

TOURISM EMAIL BLASTS

Quarterly email blasts are sent to qualified travel agents and tour operators in the CVB's tourism database and feature specialized content based on planning and booking vacations in Scottsdale. Each email also provides information on Scottsdale news and upcoming events.

How to Participate

Reserve a space by visiting the Members section of the CVB's website. Click on [Member Profile](#) and log in. Click on Program Participation and complete the Quarterly Tourism Sponsorship Form. Call or email for our online advertising options and rates brochure.

Timing	Reach	Cost
Quarterly	2,300 opt-in travel agents/tour operators	\$300 (standard) or \$800 (key)
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

THIRD-PARTY MEETING EMAIL BLASTS

Established relationships with third-party vendors allow us to send impactful and informative communications to thousands of third-party meeting and incentive planners.

How to Participate

Reserve a space by visiting the Members section of the CVB's website. Click on [Member Profile](#) and log in. Click on Program Participation and complete the third-party Meeting Planner Form. Call or email for our online advertising options and rates brochure.

Timing	Reach	Cost
Varies	Travel Direct Marketing (60,000 qualified meeting planners)	\$350 per email
Contact		
Josh Kenzer, 480-949-6280, jkenzer@scottsdalecvb.com		

VISITOR SERVICES

BROCHURE DISPLAYS

Display your rack-size brochures in our main visitor center location at the Galleria Corporate Center. These brochures are used by visitor center staff to help direct people to your business.

How to Participate

Contact the visitor center to arrange for wall space for your brochures.

Timing	Reach	Cost
Ongoing	9,000 walk-in visitors annually at main visitor center	Free
Contact		
Sharon Utsunomiya, 480-421-1004, sutsunomiya@scottsdalecvb.com		

CONVENTION SALES & SERVICES

Convention Sales & Services opportunities include leads, FAM tours, trade shows and sales missions

ONE-ON-ONE STRATEGY SESSIONS

Members can schedule a one-on-one strategy session with a representative of the convention sales and services department to discuss opportunities to participate with the CVB through various programs.

How to Participate

Contact Kelli Blubaum to schedule an appointment.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Kelli Blubaum, 480-949-6293, kblubaum@scottsdalecvb.com		

LEADS

A lead is a qualified business opportunity from a meeting planner who is considering Scottsdale for an upcoming event. Our leads are sent to you via email to a designated contact within your company. The lead includes information regarding how the client wants to be communicated with, deadline for response and any other special instructions. Responding to the lead may also create an opportunity to meet with the client in person during a CVB-arranged site inspection.

How to Participate

Respond to the CVB via email on the response form included with the lead. This information is kept internal to help us stay apprised of who is bidding on the business. Also, be sure to send a formal copy to the client unless otherwise stated in the lead.

Timing	Reach	Cost
Ongoing	Varies	Free
Contact		
Kelli Blubaum, 480-949-6293, kblubaum@scottsdalecvb.com		

FAMILIARIZATION TOURS (FAMs)

To give meeting planners a firsthand experience of Scottsdale, the CVB conducts two large meeting planner FAMs each year: the Explore the American Southwest FAM in the fall and the Sunsational FAM in the spring. These FAMs provide an excellent opportunity for members to showcase their properties and services to potential clients who are actively considering Scottsdale for future programs. The CVB also stages smaller niche FAMs.

How to Participate

Respond to the CVB participation memo indicating interest in hosting rooms, meal functions, transportation, amenities, activities and/or site visits.

Timing	Reach	Cost
Varies	10-25 FAM attendees	In-kind donations (rooms, meals, activities, etc.)
Contact		
Kelsey Paul-Petersen, 480-429-2257, kpaul-petersen@scottsdalecvb.com		

TRADE SHOWS

Each year, the convention sales department travels to trade shows that specifically market Scottsdale to corporate, association and incentive meeting planners, as well as planners in niche markets. Members frequently are able to partner with the CVB for these trade shows, increasing Scottsdale's presence and creating opportunities to meet with customers face-to-face.

How to Participate

Respond to the CVB participation memo indicating interest in representing your organization.

Timing	Reach	Cost
Varies	Planner attendance varies from several hundred to several thousand	\$900 to \$2,200 plus travel expenses
Contact		
Kelsey Paul-Petersen, 480-429-2257, kpaul-petersen@scottsdalecvb.com		

SALES MISSIONS

Often in conjunction with a trade show, the CVB will conduct sales missions for existing and potential clients in target markets. Members frequently are able to partner with us for these missions, increasing Scottsdale's presence.

How to Participate

Respond to the CVB participation memo indicating interest in representing your organization.

Timing	Reach	Cost
Varies	10-20 client appointments	\$850 plus travel expenses
Contact		
Kelsey Paul-Petersen, 480-429-2257, kpaul-petersen@scottsdalecvb.com		

CLIENT EVENTS

Often in conjunction with a sales mission, the CVB will host an event for key clients. Members frequently are able to partner with us for these events.

How to Participate

Respond to the CVB participation memo indicating interest in representing your organization.

Timing	Reach	Cost
Varies	20-40 clients	\$850 plus travel expenses
Contact		
Kelsey Paul-Petersen, 480-429-2257, kpaul-petersen@scottsdalecvb.com		

MEETING PLANNER PROMOTIONS

Members can post [meeting planner promotions](#) online such as offering a discount for a group of 20 or more, offering a private tour of an art gallery outside of business hours, or by giving other unique group activity suggestions and incentives.

How to Participate

Submit promotions online by visiting the Members section of the CVB's website and clicking on [Member Profile](#).

Timing	Reach	Cost
Ongoing	Varies	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

ADDITIONAL CONVENTION SALES & SERVICES OPPORTUNITIES

Post meeting planner packages online – Page 10 (free)

Participate in meeting planner email blasts – Page 11 (\$300 or \$800)

Submit information to be considered for *Sun News* – Page 15 (free)

COMMUNICATIONS

Communications opportunities include e-newsletters, individual and group media tours, media events and sponsorships

PUBLIC RELATIONS

ONE-ON-ONE STRATEGY SESSIONS

Members can schedule a one-on-one meeting with a representative from the communications department to discuss opportunities available to members and how to best work with the CVB in promoting the destination and their business to travel media.

How to Participate

Contact Tatum Luoma to schedule an appointment.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Tatum Luoma, 480-889-2719, tluoma@scottsdalecvb.com		

PRESS RELEASES AND E-NEWSLETTERS

The CVB's public relations team regularly issues press releases and distributes *Scottsdale Travel News* monthly and quarterly e-newsletters that inform travel media about what's new and noteworthy in Scottsdale.

How to Participate

Email relevant and noteworthy information about your business' new and unique tourism offerings that would be of interest to travel media. Your information will be reviewed and considered for inclusion in relevant press releases and the e-newsletters (inclusion cannot be guaranteed).

Timing	Reach	Cost
Press releases are ongoing. <i>Scottsdale Travel News</i> is distributed monthly. Niche versions (golf, meetings, arts and architecture, and culinary) are sent quarterly.	<i>Scottsdale Travel News</i> : 4,000 media Quarterly niche versions: 300-800 media	Free
Contact		
promotethis@scottsdalecvb.com		

MEDIA FAMILIARIZATION TOURS (FAMs)

Media FAMs are conducted on either an individual or group basis. Many journalists prefer individual tours because it allows them flexibility with their schedule and the CVB is able to develop the itinerary around their specific interests and needs. Group media FAMs are produced around the CVB's key drivers: resort and spa, dining, golf, arts and culture, and shopping.

How to Participate

Respond to leads to be considered to host rooms, meals and activities for incoming travel media. Because the CVB may receive multiple lead responses, participants will be selected based on the needs and interests of the journalists.

Timing	Reach	Cost
Ongoing	The CVB hosted 347 travel media on FAMs last year	In-kind donations (rooms, meals, activities, etc.)
Contact		
Tatum Luoma, 480-889-2719, tluoma@scottsdalecvb.com		

MEDIA EVENTS

There are limited opportunities for members to attend media events throughout the year, ranging from luncheons and media marketplaces to one-on-one appointments with key media.

How to Participate

Respond to leads sent by the public relations team if you are interested in traveling to a key media market.

Timing	Reach	Cost
Varies	30-100 travel media	\$350 to \$1,000 plus travel expenses
Contact		
Laura McMurchie, 480-429-2253, lmcmurchie@scottsdalecvb.com		

CORPORATE COMMUNICATIONS

THE SCOTTSDALE SUN NEWS NEWSLETTER

This newsletter provides destination information and tips for domestic and international travel agents, tour operators, and meeting and incentive planners, as well as the media that cover these markets.

How to Participate

To be considered for inclusion in the newsletter, regularly send information to the communications team about what's new and notable with your business. Due to space limitations, not every submission will be included in the newsletter.

Timing	Reach	Cost
Fall/Spring	8,200 meeting planners, travel agents, tour operators and trade media	Free
Contact		
promotethis@scottsdalecvb.com		

TOURISM

Tourism opportunities include FAM tours, trade shows, sales missions, client events, product trainings and lists of travel professionals

ONE-ON-ONE STRATEGY SESSIONS

Scheduling a strategy session with the tourism department helps you create an effective program of work for your business by providing helpful information about current market trends and sales tactics including understanding domestic and international customer travel habits.

How to Participate

Contact a representative of the tourism team to schedule a strategy session.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Deanne Boynton Grupp (International Meeting & Incentive, Latin America) 480-949-6285, dboyntongrupp@scottsdalecvb.com		
Sarah Kearney (Europe, Asia) 480-889-2705, skearney@scottsdalecvb.com		
Kelsey Masee (United States, Canada) 480-949-2161, kmasee@scottsdalecvb.com		

LEADS

The CVB meets with travel professionals on an ongoing basis to increase Scottsdale's product offering in tour brochures and travel packages. These meetings result in sales leads that are sent to our members according to the program need and the type of business the travel professional is booking (i.e. FIT, leisure group, international incentive). Tourism sales leads tend to have a long shelf-life because most leisure packages are year-round and will be utilized in many bookings throughout each season. Responding to leads is a valuable tool to utilize when trying to increase your customer base.

How to Participate

Respond in writing (email is best) directly to the travel professional listed on the lead with your company information and rates for the period requested.

Timing	Reach	Cost
Ongoing	Varies by program	Free
Contact		
Deanne Boynton Grupp (International Meeting & Incentive, Latin America) 480-949-6285, dboyntongrupp@scottsdalecvb.com		
Sarah Kearney (Europe, Asia) 480-889-2705, skearney@scottsdalecvb.com		
Kelsey Masee (United States, Canada) 480-949-2161, kmasee@scottsdalecvb.com		

TRAVEL PROFESSIONALS LISTS

The CVB maintains an extensive database of travel professionals throughout the world who book Scottsdale vacation packages. Lists are segmented by city and client type (travel agent, tour operator, receptive operator) and are updated on an ongoing basis to ensure quality information. CVB members may request a specific market list to utilize when promoting their product or service.

How to Participate

Contact a tourism department representative to request a list of travel professionals for a specific city. Be sure to designate the city and one of the following client types to be included: travel agent, tour operator or receptive operator.

Timing	Reach	Cost
Ongoing	Varies by city	Free
Contact		
Sarah Kearney (Europe, Asia) 480-889-2705, skearney@scottsdalecvb.com		
Kelsey Masee (United States, Canada) 480-949-2161, kmasee@scottsdalecvb.com		

FAMILIARIZATION TOURS (FAMs)

The CVB coordinates with airlines, tour operators, travel agents and the Arizona Office of Tourism to host an average of 30 FAMs each year. Travel professionals visit Scottsdale to increase their knowledge of the destination by experiencing it firsthand. During FAMs, members can showcase their products and services to travel professionals who are interested in Scottsdale.

How to Participate

Respond to the CVB participation memo indicating your interest in hosting rooms, meals, transportation, activities and/or site visits.

Timing	Reach	Cost
Varies; 20-30 FAMs annually	5-15 attendees per FAM	In-kind donations (rooms, meals, activities, etc.)
Contact		
Deanne Boynton Grupp (International Meeting & Incentive, Latin America) 480-949-6285, dboyntongrupp@scottsdalecvb.com		
Sarah Kearney (Europe, Asia) 480-889-2705, skearney@scottsdalecvb.com		
Kelsey Masee (United States, Canada) 480-949-2161, kmasee@scottsdalecvb.com		

TRADE SHOWS

Trade shows provide opportunities to meet with travel industry clients during one-on-one appointments. Tourism attends several lead-producing trade shows in key markets throughout the year, both domestically and internationally. Some members are able to attend these trade shows with the CVB.

How to Participate

Respond to the formal participation memo, which is sent approximately three months prior to the show.

Timing	Reach	Cost
Varies	Varies from several hundred to several thousand	\$900 to \$2,800 plus travel expenses

Contact

Deanne Boynton Grupp (International Meeting & Incentive, Latin America)
480-949-6285, dboyntongrupp@scottsdalecvb.com

Sarah Kearney (Europe, Asia)
480-889-2705, skearney@scottsdalecvb.com

Kelsey Masee (United States, Canada)
480-949-2161, kmasee@scottsdalecvb.com

SALES MISSIONS, CLIENT EVENTS & PRODUCT TRAININGS

Sales calls provide an opportunity to cultivate relationships with new clients and meet regularly with long-term clients. In conjunction with a sales mission, the CVB often conducts high-end client events or product trainings in key target markets. Members are able to partner by attending with the CVB or by sending company brochures.

How to Participate

Respond to the formal participation memo, which is sent approximately three months prior to the event.

Timing	Reach	Cost
Varies	Varies by event	\$350 to \$1,000 plus travel expenses; or \$150 to \$200 for brochure distribution only
Contact		
Sarah Kearney (Europe, Asia) 480-889-2705, skearney@scottsdalecvb.com		
Kelsey Masee (United States, Canada) 480-949-2161, kmasee@scottsdalecvb.com		

ADDITIONAL TOURISM OPPORTUNITIES

Post travel industry packages online – Page 10 (free)

Participate in tourism email blasts – Page 11 (\$300 or \$800)

Submit information to be considered for *Sun News* – Page 15 (free)

MEMBERSHIP

Membership opportunities include member meetings and seminars, networking events and platinum memberships

CVB 101 MAXIMIZE YOUR MEMBERSHIP SEMINARS

These seminars are scheduled to introduce new members and new staff of existing members and companies to working with the CVB. A representative from each department speaks about their department's program of work and offers ideas on how members may choose to work with the CVB to maximize their membership.

How to Participate

Respond to the email invitation. Seating is limited.

Timing	Reach	Cost
Three times a year	N/A	Free
Contact		
Rachel Pearson, 480-429-2259, rpearson@scottsdalecvb.com		

NETWORKING EVENTS

Networking events bring together CVB members and CVB staff in a casual atmosphere to enhance working relationships and create closer ties. The events are hosted by members, giving the host business an opportunity to showcase their business, services and products.

How to Participate

Respond to the email invitation to attend an event, or contact Rachel Pearson if you would like to host an event.

Timing	Reach	Cost
Quarterly	70-100 members	Free to attend, call Rachel for hosting requirements
Contact		
Rachel Pearson, 480-429-2259, rpearson@scottsdalecvb.com		

CVB UNIVERSITY SEMINARS

CVB University Seminars are educational opportunities that give you information on how to focus your business efforts more effectively toward specific target markets. These seminars also provide additional opportunities to network with other members.

How to Participate

Respond to the email invitation.

Timing	Reach	Cost
Varies	N/A	Free
Contact		
Rachel Pearson, 480-429-2259, rpearson@scottsdalecvb.com		

QUARTERLY UPDATE MEETINGS

These meetings help members better understand what the CVB has been working on in the past quarter as well as what is coming up, including marketing, events, research, member events and more. The meetings also help our members get involved with us and provide opportunities for networking with other members, CVB staff and City Council members.

How to Participate

Respond to the email invitation.

Timing	Reach	Cost
Quarterly	N/A	Free
Contact		
Rita Pavoni, 480-949-6295, rpavoni@scottsdalecvb.com		

MEMBERSHIP MINUTE BLOG

This [members-only blog](#) includes videos, photos, event listings, industry information and podcasts with CVB staff and other special guests.

How to Participate

Log on to the Members section of the CVB's website and view the blog posts weekly. In addition, you can suggest a topic and leave comments and questions on the blog to share your ideas and feedback with the CVB.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Rachel Pearson, 480-429-2259, rpearson@scottsdalecvb.com		

SITE TOURS

When you host members of the CVB staff on a site tour of your business, they can better recommend your business to visitors and meeting planners as well as promote your business in marketing materials and collateral.

How to Participate

Contact Karin Mayes about arranging a site tour.

Timing	Reach	Cost
Ongoing	Varies	Hosting CVB staff
Contact		
Karin Mayes, 480-889-2713, kmayes@scottsdalecvb.com		

MEMBER PROMOTIONS

CVB members can [promote services and products to fellow CVB members](#). Offers often include discounts, time-of-year incentives, or a special gift for a first-time trial. This is a great way to develop new partnerships and customers and is only available to CVB members.

How to Participate

Submit promotions online by visiting the Members section of the CVB's website and clicking on [Member Profile](#).

Timing	Reach	Cost
Ongoing	Varies	Free
Contact		
Mitchell Tay, 480-889-2712, mtay@scottsdalecvb.com		

RESEARCH

The CVB gathers [extensive research](#) on Scottsdale inquirers, visitors and meeting planners each year to effectively direct the CVB's efforts. As a member, these findings are available to you free of charge to help you better market your business.

How to Participate

Log on to the Members section of the CVB website and download copies of the most recent research.

Timing	Reach	Cost
Ongoing	N/A	Free
Contact		
Caroline Stoeckel, 480-429-2246, cstoeckel@scottsdalecvb.com		

ANNUAL MEETING SPONSORSHIPS

The CVB annual meeting brings together representatives from the Scottsdale tourism industry and partnering communities and provides sponsors the opportunity to have a presence at this exclusive meeting, along with other benefits.

How to Participate

Contact Rachel Pearson to discuss costs and benefits for each sponsorship level. Sponsorships also are available for in-kind trade when appropriate.

Timing	Reach	Cost
Fall meeting	300 + CVB members, stakeholders and government officials	Varies
Contact		
Rachel Pearson, 480-429-2259, rpearson@scottsdalecvb.com		