

Visit Essex Annual Networking Event

Wednesday 22 June 2016

Stow Maries Aerodrome

Visit Essex

Lisa Bone

Strategic Tourism Manager

Industry structure

- Visit Britain/Visit England
- Visit Essex
- Boroughs/districts/city
- SELEP

Membership structure

- Stakeholder
- Partners
- Members
- Investors

Website

- 1.1 million unique users
- Award winning
- Features
- Members section
- Toolkit
- Advertising

Please update you information and add events

Digital marketing

- E- newsletters
- Visit Essex blog
- Twitter
- Instagram
- Facebook
 - Competition Mondays/ Wednesday walks

Please give us information and follow us

PR

- Visit England content
- Weekly columns
- Press trips

Look out for PR newsletter

PR themes

- July – Family summer fun
- August – Gardens and historic houses
- Sept – Shop and spa
- Oct – Halloween
- Nov – Movie locations
- Dec – unusual Christmas presents

What's needed from you

- Anniversaries
- Awards
- What's new
- Videos
- Imagery

Campaigns

- Live Local Love Local
- Radical Essex
- Summer of Art
- Gardens Campaign
- Coastal path
- Mayflower 2020

Locals campaign

- Online offers
- Postcard distribution
- Social media
- PR, newsletters
- Essex Chronicle supplement
- Mumsnet, Primary Times, Raring to Go
- BBC Essex

Group Travel

- Familiarisation trips (21 Sept/April 2017)
- Excursions, 28 January 2017
- Quarterly E-newsletters
- Website
- Press and PR

Marketing opportunities

- Visitor map
- Rail 2for1s
- First Bus 2for1s
- Joint promotion with Visit Herts

Member support

- RIBOS
- Larking Gowen research
- BEST
- Apprenticeships
- KEEP+ programme
- Essex funding and investment team
- Member questionnaires
- Members swap shop and conference - April

Training

- Collaboration workshop- October
- Selling Skills & Customer Service –November
- Social Media & Trip Advisor –November
- Evaluating your website – December

The Visit Essex team

- Lisa Bone, Tourism Manager
- Correne Allcorn, Tourism Officer
- Carol Jolly, Marketing and PR Manager
- Rebecca Horne, Campaigns Officer
- Andrew Poulton, Partnerships Manager

Look out for the members newsletter

Contacts

www.anglia.ac.uk/business-employers/knowledge-exchange

www.bestgrowthhub.org.uk

www.funding-investment.essex.gov.uk

<http://www.larking-gowen.co.uk/service/tourism-and-leisure>