

GAME CHANGERS

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January
2012

Do you have a top executive **GAME CHANGER** in your organization? Top executive Game Changers will share their stories and insights on leadership. As one of the human faces behind your organization, how are they reinventing your city, convention center, hotel or service, and leading change in the meetings industry? *Convene* will interview your Game Changer to capture his or her unique perspective on this rapidly changing and dynamic industry, and convey vital strategies in leading change and keeping your organization top-of-mind for planners.

Place a full-page ad in Game Changers and receive a matching profile, including a 550-word editorial in Q&A format and headshot of your executive.

2012



ADDED VALUE!

Your editorial and full-page ad are posted on the *Convene* Digital Edition

BONUS DISTRIBUTION

►DMAI Destinations Showcase

RATES

►\$10,260 Gross
►\$9,230 Gross for full-page advertisers running 3x or more

SPACE DEADLINE

October 14, 2011

EDITORIAL DEADLINE

November 1, 2011

MATERIALS DEADLINE

November 15, 2011

Only full-page ad and full-page editorial formats accepted

Jack Ferguson
President and CEO
Philadelphia Convention & Visitors Bureau

Connecting planners to partnerships, sponsorships fuels CVB success

What valuable lessons or good habits with respect to the meetings business have you learned over the past two years?
We realize that meeting planners and show organizers, like all of us, are under tremendous pressure to justify all costs and the return on investment (ROI) of everything they do. Lessons learned from a downturn in the economy include the increased importance of "networks" and connecting planners to partnerships and sponsorships that make good business sense.

What innovations in the realm of social media/networking and technology in general will your destination be pursuing in 2011 and going forward?
We'll be offering new technology resources to help meeting planners promote their meetings in a cost-effective manner, through social media presence and strategy, city and customizable maps, photos, videos and animations. We want to provide technological tools, such as SCVNR and wayfinding, that will help enhance the attendee experience. In March 2011, an expanded Pennsylvania Convention Center will open, featuring state-of-the-art technology.

How has attendee behavior changed over the past two years? Do you find that attendees are enjoying certain aspects of your destination that they didn't before?
I believe attendees' No. 1 focus is learning and networking. They want to meet peers and others that are faced with the same challenges and learn what they are doing to get to positive outcomes. Regarding the destination selected, I feel attendees want to experience it like a local. They want to walk away and say, "I could not have gotten that feeling anywhere else." Philadelphia is authentic with its history, culture, architecture, and people. Attendees want to be a part of that when they are here. A perfect example is the Reading Terminal Market, which is a true melting pot and microcosm of Philadelphia at its best, with conventioners, business travelers, tourists, and residents all enjoying the venue — and for very different reasons. Some attendees haven't been here since their sixth-grade history field trip, and they come back to discover a vibrant, exciting Philadelphia. ■

What is your opinion, will be the top destination-selection criteria for meeting planners during the coming year? Do you expect this to change in 2012?
No change — it's the "New Normal" we're living in. With the economy still slowly coming back, all around costs and ROI are going to be the key factors in the decision process. Competition is steep, and everyone needs the business. Customers have choices they are going to go where costs can be controlled and ROI can be met or surpassed.

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World Premiere March 2011

"MORE TWISTS THAN A SOFT PRETZEL"
"MONUMENTAL!"
"BIGGER AND BETTER THAN EVER"
"A MASTERPIECE"
"IT'S THE COMPLETE PACKAGE"

1,000,000 SQ. FT. OF SALEABLE SPACE
LARGEST BALLROOM ON THE EAST COAST
AWARD-WINNING SERVICE TEAM

WE'LL BE OFFERING NEW TECHNOLOGY RESOURCES TO HELP MEETING PLANNERS PROMOTE THEIR MEETINGS IN A COST-EFFECTIVE MANNER, THROUGH SOCIAL MEDIA PRESENCE AND STRATEGY, CITY AND CUSTOMIZABLE MAPS, PHOTOS, VIDEOS AND ANIMATIONS. WE WANT TO PROVIDE TECHNOLOGICAL TOOLS, SUCH AS SCVNR AND WAYFINDING, THAT WILL HELP ENHANCE THE ATTENDEE EXPERIENCE. IN MARCH 2011, AN EXPANDED PENNSYLVANIA CONVENTION CENTER WILL OPEN, FEATURING STATE-OF-THE-ART TECHNOLOGY.

Philadelphia Convention Center EXPANSION
THE PHILADELPHIA STORY YOU CAN'T MISS

FEATURING 870,000 SQUARE FEET OF EXHIBIT HALL SPACE AND 520,000 SQUARE FEET OF CONGREGOUS SPACE
STRADDLING PHILLY, THE COMPLETE PACKAGE SETTING HEART OF DOWNTOWN PHILADELPHIA

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