

May 5, 2020

2020

2021

	<div style="background-color: #ADD8E6; padding: 10px;"> <p><b>PHASE 1</b> Now to June 2020</p> <h2>Response</h2> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>Provide clear and helpful industry communications and insight</li> <li>Understand our markets through in-depth market, prospect and sector research</li> <li>Softly engage with clients and re-introduce brand messaging</li> <li>Collect and disseminate integrated data to inform industry decision-making</li> </ol> </div>	<div style="background-color: #FFD700; padding: 10px;"> <p><b>PHASE 2</b> TBD depending on signs of recovery</p> <h2>Recovery</h2> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>Business Events strategy reflects industry changes and analysis of global economic sector clusters</li> <li>Plan for speed and scale: programs must consider condensed timelines and respectful messaging</li> <li>Inspire planners and decision makers to plan business events in Canada when it is safe to do so</li> <li>Lead research, reporting and data analysis to guide the recovery process</li> <li>Our brand, Canada, For Glowing Hearts shows the world we have turned the corner</li> </ol> </div>	<div style="background-color: #90EE90; padding: 10px;"> <p><b>PHASE 3</b> TBD depending on signs of recovery</p> <h2>Resilience</h2> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>Replace lost business from cancelled events by providing new business opportunities using a focused global sector approach to create awareness of Canada within our global target audience</li> <li>Reach planners and decision makers through innovative marketing campaigns that tell the story of Canada's leadership and knowledge capital</li> <li>Build and maintain a research reporting model to provide valuable data and relevant insights to our partners to help rebuild business</li> <li>Strengthen industry's ability to weather future storms</li> </ol> </div>
<p><b>Sales &amp; Business Development</b></p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>BE sales team have shifted their efforts to market research and prospect analysis</li> <li>Re-evaluation and cancelled participation of all sales activations and shows for 2020</li> <li>Soft client engagement to maintain relationships and visibility in the industry</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Market research and prospect analysis will build a global sector cluster roadmap to assist business development</li> <li>Sector strategy will identify resilient economic sectors post-COVID-19</li> <li>Business development outreach will resume to global clients with a targeted approach based on the sector strategy to reach all three BE segments (corporate, incentive, association)</li> <li>2021 sales and marketing plan will include business development and marketing tactics based on the global sector strategy and recovery signals.</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>New intelligence, cluster mapping, and sector analysis will provide tools, support and leadership to aid recovery for Team Canada partners</li> <li>An integrated approach will attract corporate, incentive and association business through economic sectors that have continued to thrive, or are newly thriving through COVID-19</li> <li>Sector profile and demographic analysis will be used to strategically target business events</li> <li>High-yield business events will spread visitor economy across the country and throughout the year</li> </ul>
<p><b>Research</b></p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Lead data intelligence collection and information sharing</li> <li>Analysis of the effects of COVID-19 on the global business events industry</li> <li>Lead client focus groups to provide analysis on industry sentiment</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>BE will continue to lead research, focus groups and data intelligence to guide the recovery process and provide a realistic outlook for the country</li> <li>A multi-tier research project will provide a framework to map impact, forecast demand, and analyze supply chain and buyer behavior, to provide a clear picture of the Canadian landscape and global BE industry.</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>An ongoing reporting and analysis model will provide continued data and support to partners</li> <li>The National Pace report will track recovery and booking patterns</li> <li>A multi-tier research project will provide a framework to map impact, forecast demand, and analyze supply chain and buyer behavior, to provide a clear picture of the Canadian landscape and global BE industry.</li> </ul>
<p><b>Marketing</b></p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Pause on all active marketing campaigns</li> <li>Social media used to share corporate DC messaging</li> <li>Soft brand awareness campaign to keep in touch with clients</li> <li>Planning for recovery and resilience campaigns</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Un-pause of marketing campaigns with updated messaging reflecting a post-COVID-19 world</li> <li>Build on brand awareness campaign to strengthen message</li> <li>Inclusion of BE messaging within wider domestic campaign.</li> <li>Recovery campaign re-introduces Canada to the global target audience</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>An innovative global, cross-channel campaign will incorporate the brand story into video, earned and paid media, aligning with the Canada, For Glowing Hearts brand</li> <li>Content will differentiate Canadian destinations as leading business events 'centres of excellence' using for glowing heart stories and Canadian knowledge capital</li> <li>Stories will strategically target audiences within our global sector strategy: economic sector c-suite and decision makers</li> </ul>
<p><b>Industry Partners</b></p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Regular communication and information sharing through partner e-newsletters</li> <li>Collection and distribution of industry data on cancellations</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Regular communication and information sharing</li> <li>Support for industry provided through provision of data, representation through business development efforts and marketing coverage</li> </ul>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Regular communication and information sharing</li> <li>BE team will work with Canada partners on an aligned approach to resilient sales and marketing efforts</li> <li>BE will support partners through provision of assets, tools, and global presence awareness and efforts.</li> </ul>