

NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

**2011-2012 Marketing Activities Calendar**

Cheryl Cindy Danielle James Janie Jared Lisa Becky ?

Status:
Completed
Not Completed
On Hold - \$\$
Cancelled - \$\$
Not Attending - \$\$
Moved to <i>_(month)_</i>
In Progress
Ongoing

<u>Date(s)</u>	<u>Activity</u>	<u>Staff</u>	<u>Status</u>
<b>July 2011</b>			
1	Update/Index Website	Jared	Ongoing
1	Photo Contest Info added to Facebook	Jared	Completed
2	Electronic Marketing to consumers	Jared/ Janie	Completed
TBD	Electronic Marketing to Zoom In	Jared/Becky	Completed
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
1	New Church Welcome Center Demo and Blitz set up	James	Completed
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to August
15	Driving CD Tour – MP3 version on website w/Paypal option	Jared/Cheryl	Moved to Sept. b/c surgery
25	Media Release –	Becky	Completed
29	Begin Holiday Flyer	Janie	In progress
30	Media Release –	Becky/Cheryl	Moved to August
30	New Church Welcome Center Demo	James	Completed
31	Gift Shop on Web site	Jared/ Janie/Cheryl	partially complete
TBD	Events updated for VTC 2011 Travel Guide	Becky	Completed
14-15	MATPRA Quarterly Meeting	Becky	Hadn't started yet
TBD	Media Releases – 2 Consumer & 2 Group	Becky	Moved to August
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<b>Aug 2011</b>			
1	Update/Index Website	Lisa/Jared	Completed
1	New Kent Welcome Center Demo/Blitz set up	James	Completed
1	Begin Fall FAM Tour Planning	Janie	Completed
5,12,19,26	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
15	E-mail blast to AAA's, visitor and welcome centers	James	Completed
19-23	SYTA Annual Conference, NYC	Cheryl	Not Going
25	Student Mailer w/new database/out before Labor Day Weekend)	Cheryl	

25	Student E-blast w/new database re: Updated Group Planner	Cheryl/ Jared	Completed
31	New Kent Welcome Center Demo	James	Completed
6	Lee Hall Car Show update to Facebook	Jared	Completed
25	Broadcast Email (Photo Contest Reminder)	Jared	Completed
23	Media Release – Bring your group to NN for the Holidays	Becky/Cheryl	Completed
3	Event Listings updated for VTC 2011 Travel Guide	Becky	Completed
16	Media Release – Bring LOVE to Newport News (Consumer)	Becky	Completed
23	Media Release – Holidays 2011 (Group Release)	Becky	Completed
5	October 2011 – February 2012 Calendar of Events brochure copy to CWB	Becky	Completed
11-26	Proof drafts of COE brochure and submit changes	Becky	Completed
23	Submit info for MATPRA media release re: haunted destinations	Becky	Completed
TBD	Specialty Mailing to MATPRA Marketplace Media	Becky	No list avail yet
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	Web site Blog	Becky	Completed by Jared
20	Completed/Returned Hiring Check List	Becky	Completed
24	Supply required info for OpSail 2012 to Joella Adams at Festevents	Becky	Completed

**Sept 2011**

1-30	Work on copy for the Visitor Guide	Becky	Ongoing
1	Update/Index Website	Jared	Ongoing
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	In Progress
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to Oct 17
5	Labor Day Message on Facebook	Jared	Completed
8	Media Release – Military Reunion Planners come to NN for Conference	Becky/Cheryl	Completed
12-13	VMA Fam – here at Comfort Airport	Cheryl	Cancelled by VMA
15	Photo Contest Reminder on Facebook	Jared	
23	Holiday Flyer Completed	Janie	
24 & 30	Fall festival Message on Facebook	Jared	
28 <sup>th</sup>	Electronic Group Newsletter – 2,798 database and 1,670 schools	Cheryl/Jared	
30	New Kent Welcome Center Demo	James	
30	Mailing to VSAE regarding Fall Marketplace	Cheryl	
30	Driving CD Tour – MP3 version on website w/Paypal option	Jared/Cheryl	
TBD	Wine festival Message on Facebook	Jared	
TBD	Electronic Marketing to consumers	Jared	

15	Supply COE info for OpSail 2012 to Joella Adams at Festevents	Becky	In process
13-16	MATPRA Media Marketplace	Becky	Completed
TBD	Media Releases – 2 Consumer & 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
30	Blog Posting	Becky	
TBD	Electronic Media Kit Review/Update	Becky	

**Oct 2011**

1-30	Work on copy for the Visitor Guide	Becky	Ongoing
TBD	Electronic Marketing to consumers (Fall festival)	Jared/Janie	
TBD	Electronic Marketing to groups	Jared/Janie	
1	Update/Index Website	Jared	
1-2	NN Fall Festival of Folklife	James/ALL	
5-6	VSAE Fall Marketplace	Cheryl	
7,14,21,28	Weekly Events Calendars to Consumers and Industry	Lisa	
TBD	Where in Newport News are we Photo contest on Facebook	Jared	
12	Fall Industry FAM Tour	Janie	
9-13	RFN ConFAM – here at Marriott	Cheryl	Canceled
17	E-mail blast to AAA's, visitor and welcome centers	James	
25	Set up NN Ambassador Pass weeks for attractions	Janie	
1	2012 Events Calendar Update for COE Brochure	Becky	
TBD	Customer Service Training	Janie	In progress
21	MATPRA Quarterly Meeting, Shenandoah Valley, Va.	Becky	
TBD	Media Releases – 2 Consumer & 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
30	Blog Posting	Becky	

**Nov 2011**

1	Update/Index Website	Jared	
2	E-mail blast to AAA's, visitor and welcome centers	James	Moved to Dec15
5	Profile Sheet for T&T (ABA)	Cheryl	
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	
8	AAA Welcome Center Mission Hampton Roads	James	

9-12	RFN ConFAM – Jacksonville, FL	Cheryl	
11	Veterans Day E-blast	Cheryl/Jared	
14	Electronic Marketing to consumers-Holiday	Jared/ Janie	
16	AAA Welcome Center Mission Richmond Cent VA	James	
23	New Kent Welcome Center Demo	James	
26 & 28	Coupon Book Available at VC Broadcast E-mail to Consumers	Jared/Cheryl	
TBD	Where in Newport News are we Photo contest on Facebook	Jared	
TBD	Media Releases – 2 Consumer & 2 Group & NNCWS	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	Visitor Guide Copy to VistaGraphics	Becky	
15	Blog Posting	Becky	

**Dec 2011**

1	All Market FAM	Cheryl/ Becky	
1	Update/Index Website	Jared	
TBD	Where in Newport News are we Holiday Photo contest on Facebook	Jared	
TBD	Electronic Marketing to Clients (holiday)	Jared/ Janie	
TBD	Electronic Marketing to Clients (holiday card)	Jared/ Janie	
TBD	Where in Newport News are we Holiday themed Photo contest on Facebook	Jared	
15	E-mail blast to AAA's, visitor and welcome centers	James	
26	Postmaster Email to City Employees for NN Ambassador Pass	Janie/ Lisa	
29	Electronic Marketing to locals-Ambassador Passes	Jared/ Janie	
29	Facebook Message about Ambassador Passes	Jared	
30	New Coupon Book ready for 2012	Cheryl	
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	
TBD	Final Proofing for 2012 Visitor Guide	Becky / Janie	
TBD	March – September 2012 Calendar of Events brochure copy to CWB	Becky	
TBD	Media Release – 2012 Ambassador Pass & 1 consumer; 2 Group	Becky	
10	Blog Posting	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

**Jan 2012**

1	Update/Index Website	Jared	
1	Upload new VG and list on City Intranet/other relevant sites	Jared	
6,13,20,27	Weekly Events Calendars to Consumers and Industry	Lisa	
7-12	ABA Marketplace, Grapevine, TX	Cheryl	
10	Broadcast Electronic Marketing: Order VG	Jared /Janie	
10	Facebook Message Order VG	Jared	
18	2011 Stats Completed	Janie	
19	Begin Customer Service Trainer Search	Janie	
TBD	NTTW Meeting (lunch location & contest)	Janie	
TBD	MATPRA Quarterly Meeting, Wilmington, Del.	Becky	
TBD	Media Releases – 2012 Visitor Guide +1 & 2 Group + NNCWS (Battle of Hpt Roads)	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
TBD	NNTDO Winter Newsletter copy to CWB	Becky	
TBD	Plan Tourism Week Promotion Strategy	Janie/BC/CB/ML/LK	
TBD	Update VC Presentation	James	

**Feb 2012**

1	Update/Index Website	Jared	
1	Send out Gregory Cherry Nomination Ballot	Janie	
1	Set up NTTW Prize Packages	Janie	
2	Calendar of Events Brochure March– September to CWB	Becky	
2	Valentine’s Day Promo on Facebook	Jared	
15	E-mail blast to AAA’s, visitor and welcome centers	James	
3,10,17,24	Weekly Events Calendars to Consumers and Industry	Lisa	
15	Update hotel info in Visitor Center lobby	James	
29	Update Industry Notebooks/ Cheatsheets information	James	
TBD	Electronic Marketing to Clients (VG Follow up)	Jared/ Janie	
TBD	Media Releases – 2 Consumer & 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
15	Blog Posting	Becky	
20	Yearly Newsletter copy to CWB	Becky	

**Mar 2012**

1	Update/Index Website	Jared	
TBD	Facebook Contest for St Patrick's Day	Jared	
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	
7	AAA Welcome Center Mission Hampton Roads	James	
13	AAA Welcome Center Mission Richmond Cent VA	James	
23	Student Mailer (new database and ACT)	Cheryl	
TBD	VA Visitor Center Seminar	Janie	
TBD	Media Releases – 2 Consumer; 2 Group	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
15	Blog Posting	Becky	
<u>Apr 2012</u>			
1	Update/Index Website	Jared	
6,13,20,27	Weekly Events Calendars to Consumers and Industry	Lisa	
6	Demo New Kent Welcome Center	James	
15	Broadcast Electronic Marketing NTTW RSVP E-blast	Jared	
16	E-mail blast to AAA's, visitor and welcome centers	James	
TBD	Customer Service Training	Janie	
TBD	MATPRA Quarterly Meeting	Becky	
TBD	Media Release – National Travel & Tourism Week Events + 2	Becky	
TBD	Media Releases – 2 Group	Becky	
15	Blog Posting	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>May 2012</u>			
1	Update/Index Website	Jared	
1	Welcome Center Blitz Set Up Fredericksburg	James	
3	Update VC Presentation for NTW	James	
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	
5-13	National Travel & Tourism Week	JT/ALL	
15	Review Photo Library and update if needed	Mktg Spec/CB/SP	
31	Broadcast Electronic Marketing – Visitor Guide Reminder for Summer	Jared	
31	Broadcast Electronic Marketing – Local NTTW Follow Up	Jared	
TBD	Farmers Market info@ Port Warwick on Facebook	Jared	
TBD	Canon Employee Picnic	James	
8	NTTW FAM Tour	Janie	

<b>9</b>	<b>NTTW Luncheon</b>	<b>Janie/ALL</b>	
<b>10</b>	<b>NNHA Hospitality Day</b>	<b>ALL</b>	
<b>18</b>	<b>Thank you notes for NTTW Sponsors</b>	<b>Janie</b>	
<b>TBD</b>	<b>Media Release – National Travel &amp; Tourism Week Contest Winner; Awards</b>	<b>Becky</b>	
<b>TBD</b>	<b>Media Release – 2 Group &amp; Photo Contest</b>	<b>Becky</b>	
<b>TBD</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>	<b>Ongoing</b>
<b>TBD</b>	<b>Blog Posting</b>	<b>Becky</b>	

**June 2012**

<b>1</b>	<b>Update/Index Website</b>	<b>Jared</b>	
<b>1,8,15,22,29</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>	
<b>1</b>	<b>Welcome Center Demo and Blitz Set Up New Kent</b>	<b>James</b>	
<b>2</b>	<b>E-mail blast to AAA's, visitor and welcome centers</b>	<b>James</b>	
<b>5</b>	<b>Broadcast E-Mail to Meeting Planners –</b>	<b>Cheryl/Jared</b>	
<b>15</b>	<b>Broadcast Electronic Marketing – Combo ticket</b>	<b>Jared</b>	
<b>12-14</b>	<b>S.Va Sales mission AAA's and Welcome Centers on roads in S.Virginia,</b>	<b>James</b>	
<b>TBD</b>	<b>Inventory for NNVC Gift Shop</b>	<b>Janie</b>	
<b>TBD</b>	<b>Media Release –</b>	<b>Becky/Cheryl</b>	
<b>TBD</b>	<b>Media Release –</b>	<b>Becky</b>	
<b>TBD</b>	<b>Media Release – 2 Consumer; 2 Group</b>	<b>Becky</b>	
<b>TBD</b>	<b>Blog Posting</b>	<b>Becky</b>	
<b>TBD</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>	<b>Ongoing</b>