

Events Led Content Strategy

A Way to Move Forward


David Hornby

5th November 2009



- 
- 15 Years in Hotel & Hospitality Sector
 - DeVere, IHG, Marriott, Stapleford Park and Thistle Hotels. GM, Sales, Marketing & Events
 - 6 Years Commercial Director – Visit London
 - Public Sector 1.5m to 22m
 - Commercial Income from 800k to 8m
 - Membership from 950 to 2,000
 - London Convention Bureau – Re Launch
 - Events for LONDON – Set Up
 - 6 months – Why Not?
 - England 2018 World Cup Bid
 - AEG Europe – The O2 Phase 2
 - Jamie Oliver – Commercial Strategy


David Hornby

- 
- 1. Jersey Key Themes & Insights**
 - 2. Why Events Matter?**
 - 3. Some good practice examples**
 - 4. Critical Success Factors**
 - 5. Signature Events & Local Events**
 - 6. Next Steps**
 - 7. Questions?**

Today

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- Declining visitor market
 - >65 growing
 - <45 declining – 17% - 10% in ten years
 - Kids with families declining
 - 66% Repeat Visitor – strong
 - First Timers – small growth

Jersey Key Themes & Insights

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- Average 8.5 years between visits
 - 42% of these visited year before
 - 82% Holiday / Leisure
 - 12% UK Festival / Event was a reason
 - 1% specific reason

Jersey Key Themes & Insights

Industry Feedback:-

- All see events as KEY part of tourism development and marketing strategy
- Funding
- Want to be involved and partner with public sector
- Current events mix not tourism focus
- Inward rather than external
- Creativity and commerciality
- Creative Evolution not Revolution

Jersey Key Themes & Insights

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Agenda

Strategy must be aligned to overall
LONG TERM Vision for the Island and its Brand on a Macro Level.

Exemplary World Class Destination

Green Island

Events will not have a detrimental environmental impact.

Events will be on a scale that can be readily managed

Accessible

Events will be accessible to all

Island for its People

Events will promote Jersey as a cultural Island.

Events should engage Jersey and its people therefore reinforcing the brand.

A destination that welcomes the world.

Prosperous

Events will promote tourism, sporting and cultural activity on Jersey

Drive Economic Benefit


Support Inward Investment

Fair

Events will promote cultural diversity of the Island.

Events will promote equal opportunities.


A Place to Live, Work, Visit & Invest In

- 
- Competitive and Dynamic Brand
 - Economic Return
 - Showcase Jersey Culture & Connect the People of Jersey
 - High level of repeat visitor – developing content motivation
 - Growth of short break market

Why Events Matter? – Tourism & Destination Marketing

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- Reach out and connect with existing and growth markets
 - Catalyst of UK Events – L2012, G2014, RWC2015, E2018, C2019
 - Develop infrastructure and facilities
 - Community involvement & engagement
 - PRIDE in Jersey

Why Events Matter? – Tourism & Destination Marketing

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Today

Le
de TOUR
France

LONDON
Le Grand Départ 2007



NFL

- Secured the first ever NFL season game to be played outside North America which delivered over 20m in direct economic benefit and 35m global media coverage.



Good Practice Examples



American Season of Sport Part 2 Super Bowl & All Stars Weekend



RED BULL



Red Bull Air Race - 2/3 August 2008

The Daily Telegraph

OVER THE COURSE HIGHER... THEY ARE 747 PILOTS FOR BRITISH AIRWAYS AS WELL



By reporter American Mike Mangold, a former fighter pilot, shows the view that was the London stage of the Red Bull Air Race

Air aces take the Thames by storm

Despite clouds, the highest opening heights of the race in the system... The 10th anniversary event... The 10th anniversary event... The 10th anniversary event...

Daily Mail

Magnificent men in their flying machines tackle Thames obstacle course



Daredevils of the Dome

Over the course higher... they are 747 pilots for British Airways as well... The 10th anniversary event... The 10th anniversary event...



Over the course higher... they are 747 pilots for British Airways as well... The 10th anniversary event... The 10th anniversary event...

The bank calmed investors with a bullish view on the crucial American market, reports Philip Aldrick



The Sunday Telegraph

THE TIMES



High excitement, the Red Bull Air Race series, as when competing planes can reach 100mph during their aerobically... comes to the West over London today, Channel 4, 3.30pm

THE INDEPENDENT



US flyer wins Red Bull race

Mike Mangold soared to victory in the London leg of the Red Bull Air Race yesterday. The American completed the course from the Greenwich Peninsula to the Thames Barrier in just under 1 minute 20 seconds... some 35,000 spectators

Thousands come to watch Red Bull's wings rip through city sky



THOUSANDS of spectators lined the Thames to watch a Red Bull Air Race plane... The 10th anniversary event... The 10th anniversary event...



Flying visit for Red Bull racing pilots... The 10th anniversary event... The 10th anniversary event...

TODAY
SPORT ON TV
FRIDAY
WEDNESDAY
THURSDAY
SATURDAY

Evening Standard



Red Bull Air Race - 2007 Coverage

KEY OBJECTIVES

Demonstrate London's ability and versatility in delivery major events. There is nothing we can't do!

To generate global media exposure for London

EXAMPLE ACTIVITIES

- **Mediate between numerous partners to deliver a highly complex event**
- **Facilitate co-operation between host boroughs, London City Airport and relevant statutory bodies**
- **Support promotional activity around the event and ensure London messaging is on brand across all media exposure**
- **NO MONEY**

OUTPUTS

- **Continually put London on world stage, attract incremental expenditure and media exposure**
- **In 2007 media benefits included 50,000 spectators over 2 days, 500 media attended, broadcast on 132 networks in 66 nations, over 450 UK media items, 680m opportunities to see**



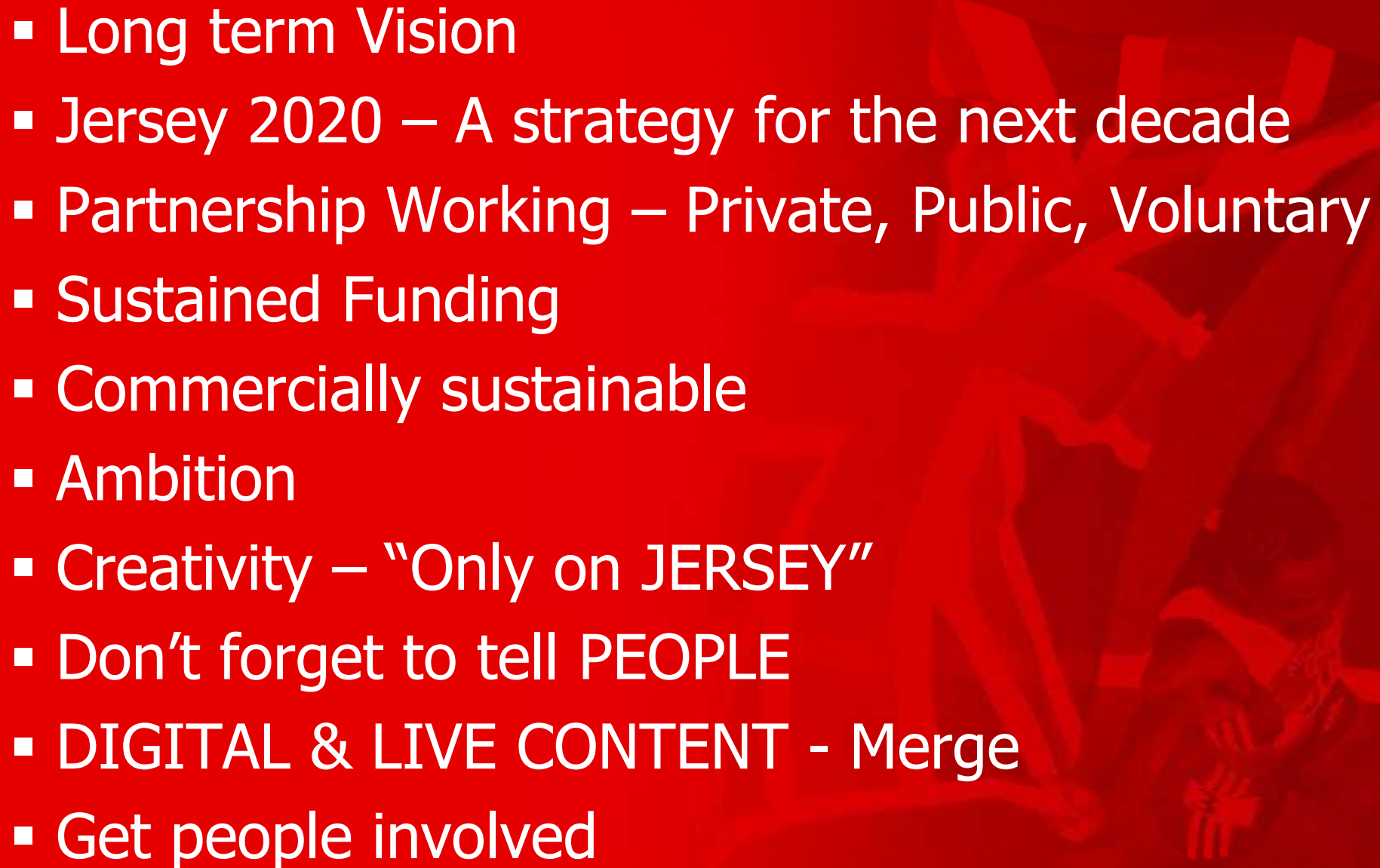
Working with BRANDS



1st London Restaurant Festival 2009

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Today

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- Long term Vision
 - Jersey 2020 – A strategy for the next decade
 - Partnership Working – Private, Public, Voluntary
 - Sustained Funding
 - Commercially sustainable
 - Ambition
 - Creativity – “Only on JERSEY”
 - Don’t forget to tell PEOPLE
 - DIGITAL & LIVE CONTENT - Merge
 - Get people involved

Critical Success Factors

- 
- A group of people, likely athletes, are shown in a huddle, embracing each other. The image is overlaid with a semi-transparent red circle. The background is dark, and the people are wearing light-colored clothing.
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Today

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- Review by audience
 - Package what you have and overlay
 - Grow, Develop & Attract content to deliver INTERNATIONAL Audience's
 - Signature Event Weeks
 - Water / Sea
 - Food & Produce
 - Active & Lifestyle
 - Luxury

Signature Events & Local Events

SPECTACULAR BOATS ...



Spectacular racing in almost all wind conditions due to the high power-to-weight ratio of the Extreme 40 catamarans. These boats are constructed from carbon fibre using aircraft technology and their massive sail plans produce huge horsepower - demanding boats even for the best



iShares CUP
EXTREME 40 SAILING SERIES

Venue Pack



Delivery Framework

Maximise the incremental economic, social and community benefits by:-

- Continually putting JERSEY on the International stage and attract international media exposure
- Inspire and increase active participation
- Further develop Jersey's brand image
- Attract incremental visitors and expenditure
- Ensure events are commercially sustainable
- Showcase + increase inward investment opportunities
- Have long-term sustainability and low environmental impact

Strategic objectives

PARTNERSHIP

Feasibility

Bring together the relevant stakeholders to build the business case around each opportunity based on key objectives

Bid

Support, Partner or lead on the bid process and business planning

Planning

Coordinate relevant stakeholders and decision makers (endorsement and delivery)

Delivery

Leverage maximum benefit from staging the event e.g.

- Develop new commercial opportunities
- Build/Deliver new and/or larger audiences and amazing spectator experience
- Generate incremental media opportunities
- Facilitate supporting events programme to widen appeal, encourage participation and engagement

Evaluation

Measure key outputs & understand key learnings and success factors to ensure continuous improvement and event growth

Be Involved at Every Step

- **Collective will to develop national event impact framework**
- **Framework would comprise consistent methodologies for assessing full range of event impacts:**

Economic	Media	Social	Environmental
UK Sport and EventScotland existing models – review (and consolidate?)	Robust measurement of real worth of media coverage and impact	National pilot of EventScotland model, including attendee satisfaction, participation, skills development, health, waste, use of public transport, volunteering...	

Measurement UK Event Impact Framework

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- 
- A group of people in a meeting, with one person pointing at a screen. The image is overlaid with a semi-transparent red filter. The people are gathered around a table, and one person is pointing towards a screen that is not fully visible. The overall scene suggests a collaborative meeting or presentation.
- Review of Events in more detail
 - Develop Strategy with wide involvement
 - Agree way to deliver
 - Agree funding
 - **ACTIVATE & COMMUNICTATE**

Next Steps

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