

CVMD Project

Partnering with Event Planners

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Project Deliverables

- Identify Local Event Planners
- Create Contact List
- Analyze Specialties
- Walkthrough Facility & Find Inputs
- New Ideas & Changes
- Outreach Plan



Contact List



Company Name	Phone Number	Address	Email	Specialties/Event Type
The Event Planner	(559) 474-7501	135 Shaw Ave. Ste. A	Amy@TheEventPlannerFresno.com	Weddings, Office Parties, Birthdays
A Party Comes to You	(559) 281-6029	1144 N First St Ste E14 Fresno, CA 93710	apartycomes2u@outlook.com	Rental party supplies (Chairs, tables, utensils)
Genesis Master of Events	(559) 933-7526	7075 N West Ave, Fresno, CA 93711	info@genesismasterofevents.com	Wedding & Event Planner/Decor & Design Specialist/Wedding Florist
Eclectic Events	(559) 304-4837	1828 East Frederick Ave, Fresno, CA	info@eclecticevents.us	Weddings

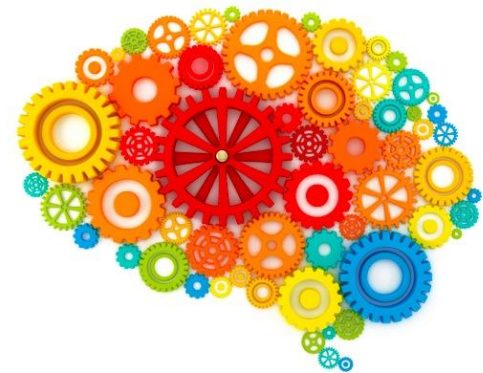
Specialty List

- Researched Event Planners
- Created Spreadsheet Listing each Planner's Specialties
- Use this to Create Individualized Marketing to Each type of Event Planner



Event Planners

- Researched Local Planners
- Invited to Tour CVMD Facility
- Worked with them to understand what they like/dislike at the CVMD
- Used this Information to Provide New Ideas



Facility Walkthrough Conclusions

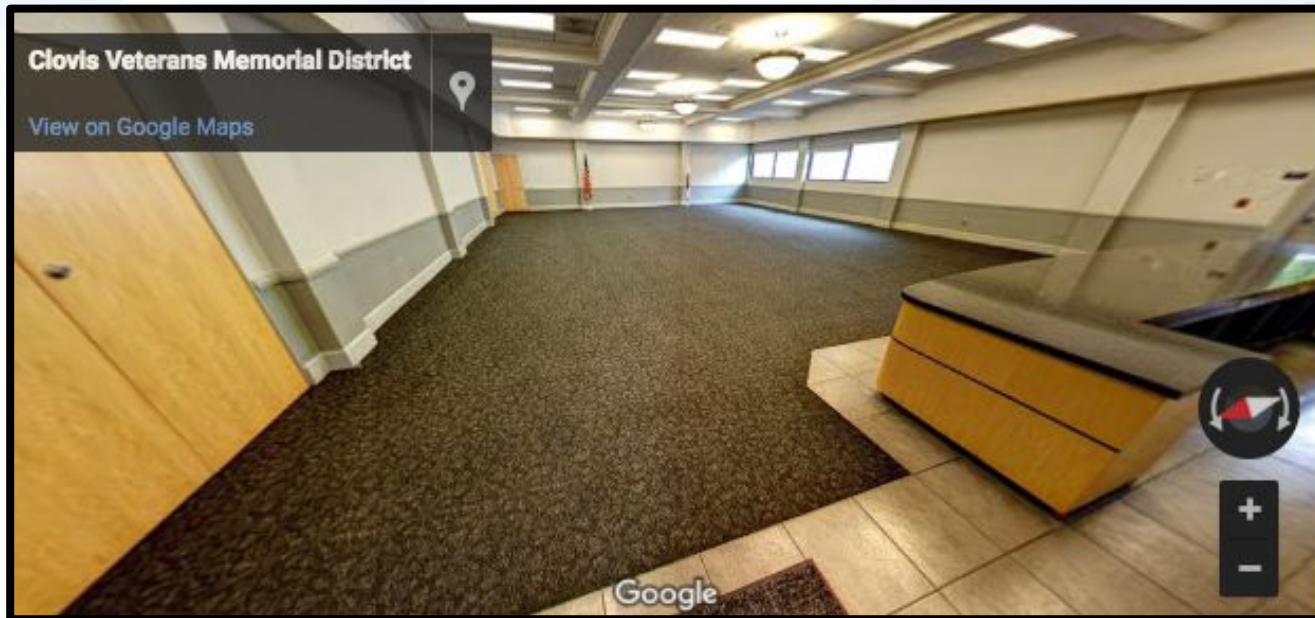


- Pros
 - Number of Kitchens
 - Variety of Rooms
 - Projection Equipment & Power Sources
- Cons
 - Entrances & Exits
 - No Ceremony Site
 - Confusing Facility Pricing



New Ideas & Changes

- New Photos on Website
- Stage Shoot with Local Vendors





Local Photographers

- Contact local photographers



Company Name	Contact	Address	Specialties/Event type
Chris Geiger Photographer	559-903-0705	861 Whittier Ave, Clovis CA 93611	Wedding/Real Estate
Milne Photography	559-431-0681	1285 E. Nees, Fresno CA 93720	Diverse



New Ideas & Changes

- Decorative Updates
 - Paint colors, doors
- Bridal Room
- Draping System
- More Online Presence
- Better Marketing



New Ideas & Changes

- Diversify types of digital ads
 - Banner ads
 - Native advertising (autoplay GIF's- Growing in popularity)
 - Facebook ads, YouTube ads, sponsored tweets
- Paid search and Search Engine Optimization
- Branded Content



What do these people have in common?



Build a following

- We are in a digital age
- MUST MARKET ONLINE!



Internet Marketing

Strategies Focused On Increasing
The Reach & Visibility Of Your Business



Implement all social media platforms

Catch:

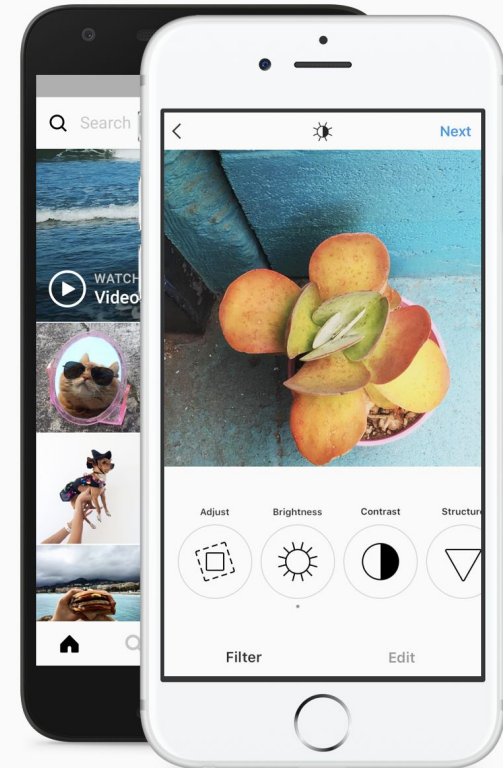
- Must be consistent and stay active
- Follow and engage



Separate Event Planning Platforms



- Individual platforms for regular CVMD updates and Event Planning
- Instagram and Facebook
- Content Centered
- Feature user pictures
- Promotional contests



Instagram Ads



CVMDEventPlanning



4 likes

CVMDEventPlanning Summer is around the corner and you know that that means...WEDDINGS! Book your wedding today! #CVMDistrict #eventplanning #clovis #weddings #venues #bridal #events #fresno #marriage #ClovisWayofLife



CVMDEventPlanning




4 likes

CVMDEventPlanning Dance the night away and book your next party with us! #CVMDistrict #eventplanning #clovis #weddings #venues #bridal #events #fresno #marriage #ClovisWayofLife

Facebook Ads

Clovis Veterans Memorial District 10 hrs · 🌐

Celebrate your Graduate with us! We have a great selection of rooms for all different sized parties! Congrats Class of 2017! #graduates #eventplanning #classof2017 #venues #ClovisWayofLife #fresno #parties



Like Comment Share

5 Chronological


1 share

View 1 comment

Write a comment... 📷 📹 🗨️

Clovis Veterans Memorial District 10 hrs · 🌐

Look at this beautiful event we are setting up for this afternoon! Booking your next adventure with us! #graduates #eventplanning #classof2017 #venues #ClovisWayofLife #fresno #parties #weddings #marriage



Like Comment Share

5 Chronological

1 share

View 1 comment

Write a comment... 📷 📹 🗨️

Pinterest

- Create Pinterest account
- Widely used for event planning
- Content-focused



Pinterest



Event Planning
Carly Kozak

Follow



Event Planning
Katy Hammond

Follow



Event Planning
The Doodling Bug®

Follow



event planning.
Bond Twenty

Follow

Outreach Plan

- Send Packet to Event Planners
- Arrange Facility Tours
- Become CVMD “Ambassadors”



CVMD Facility Packet

- Created Information Packet
- Send to Event Planners
- Create Interest
- Visit CVMD for Facility Tour



CLOVIS VETERANS
MEMORIAL DISTRICT

INFORMATION PACKET

Facility Packet

- Purpose of CVMD
- CVMD Perks
- Room Aspects
- Breakdown of Costs
- Add
 - Photos
 - FAQ's
 - Events



CVMD Perks

- Four Kitchens in total
- Bring in own caterer
- Wide variety of different sized rooms
- Clean and professional
- Projection Equipment available for the client
- Outlet sources around every room
- Discounts available
- Beautiful outdoor park

Overview

- Project Details
- Event Planner Contact List
- Facility Walkthrough
- New Ideas & Changes
- Outreach Plan



Thank You

