

your master plan for convention housing®

eFocus Marketing



Let our team
do the heavy
lifting for you.

Travel Planners provides you the all-inclusive services of our professional **eFocus Marketing® team** to sell your program and generate maximum room pick-up.

You'll start with a targeted strategy.

During implementation, we will map out and execute a complete plan with timing, segmentation and tactics. We'll also customize your reservation site and electronic communications to match the branding of your event.

Next, we optimize your messaging.

We'll deploy our **List IQ®** tool to identify high-value segments such as registrants who haven't booked. Then our team will tailor email campaigns to zero in on exhibitor, sub-group and attendee segments. We can even launch unique reservation sites to meet their specific needs.

Your event stays at the top of the list.

We're experts at Search Engine Optimization as well as Google and Yahoo ad tactics. So if attendees try to book-around, they'll find your official program in the top place on results pages. To keep your program top of mind, our exclusive **Confirmation Concierge™** blends confirmation detail with audience-specific event information.

Think of us as your full-service agency.

Your eFocus Marketing team will handle all elements including creative, graphic design, email distribution, SEO and ads, list management, and website enhancements. And it's all part of the plan at no extra cost.

For more information, call **800.221.3531, ext. 2345** or visit us on the web at **TPhousing.com**

TRAVEL PLANNERS

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