

Client Case Study

BLOOMINGTON CONVENTION & VISITORS BUREAU 501(c)(3)

A
25+ YEAR
CLIENT

OBJECTIVE:

Develop a digital, business-to-business periodical that has the capability to be used secondarily as a printed communication piece as necessary for the city of Bloomington. In both iterations, *The Planner's* goal is to help national and international meeting planners conduct their events in Bloomington, Minn.

EXECUTION:

Complete production—from editorial idea generation and creation through design, layout, uploading digital edition and dissemination. Digital content engages meeting planners with a useful mix of how-to guides, suggestions, promotions and other information about how the Bloomington Convention & Visitors Bureau can aid planners in conducting their events.

RESULTS:

A highly effective periodical that is ideally suited for quick turnaround messaging and dissemination through a targeted eblast series aimed at a list of international planners and CVB contacts. Has won the city of Bloomington Best Practice honors in the hospitality and CVB industries.

