

Public Relations Plan

CONVENTION CENTRE DUBLIN

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Convention Centre Dublin – Integrated Business Plan

Introduction

The Convention Centre Dublin will be the most sought after and impressive centre of it's kind across the globe. Below there is the outline of a business plan to sell and raise full awareness of this new venture. Within the plan, there is of course a six point plan which will be the key and lay out the foundation of the plan. There is the evaluation of Dublin as a location for the venture, what makes the CCD stand out ahead of its competitors and how the market will be used and branded to ensure that there is full exposure to the CCD. The NEC also will play a major part in that providing their backing and also their contacts with the database and global reach available. There is also a tentative branding and marketing plan within the plan. This will show how the CCD can be and will be pushed across all social and normal media channels. This will be outlined in a number of ways along with a situational analysis of the current marketing landscape within the city of Dublin. The branding is and will be a key part of this business plan. It is important that the branding is focused on pushing the overall business and advertising plan while the plan does conclude with an assessment of how the expertise of the Public Relations world can both benefit and is intricately linked with that of the advertising brief on this plan and other plans throughout the industry.

Six Point Plan

There is one clear aim here and that is to ensure that the new Convention Centre in Dublin gets the most traction and public exposure as is possible. As the leading management group in the UK, The NEC group, has been a part of the growth of the agency across Europe. A live entertainment business who have been leading the way, driving standards and are intent on becoming the biggest and most successful event operation in Europe. These standards should be matches in a PR campaign. As the NEC Group wish to be the leading Management Operation across the continent, this is an excellent project to be a part of. There is extensive experience within the group and as the owners of the NEC venue in Birmingham, this adds to the portfolio. The venue in Birmingham is the easiest one to compare the CCD to. It is similar in style and will offer opportunities for events, concerts, exhibitions and a different variety of function that is not readily available in the Dublin area. In recent times,

things have changed in Dublin and Ireland as a whole. The aim is for the CCD to be known, to be shown off as the best, new and most vibrant venue in which to host all manner of events. The CCD is a new venue which is the first of its kind in Dublin and in the Republic of Ireland. The PR wish image of the CCD should be to be a world class conference venue to attract all international business. That is the aim of the new venue and one which should sit along side all of the great venues throughout the globe. That will be the goal and this will be reflected in our PR wish image. It is important that the campaign reflects these goals, these ambitions and it is our objective to achieve this with a coherent, thorough and realistic PR campaign to put the Convention Centre Dublin as the leading exhibition venue in Europe.

SWOT Analysis

Strengths

- First class management company in the NEC. An award winning and leading, world class brand will be associated with the CCD.
- It will be the biggest international conference centre in Europe, which will help and lends to a uniqueness in its way straight away.
- On the gateway to America – can attract international brands to the continent and European Union.
- First of its kind in Ireland
- The CCD will use the latest audio-visual and communications technology in an ever changing world, the CCD will be using the latest innovations across all sectors in management, hospitality and conferencing that are on offer across the world.
- Based in a popular area
- Dublin is a growing city
- Dublin is a world leader in innovative sectors – home to world class companies and research centres, gaming, finance, food among others.
- The Docklands area is the hub of finance and technology which will add to the allure of an exhibition venue

Weaknesses

- There are other kinds of venues located more centrally
- Venues may offer a better price for their event
- Irish tourism sector is traditionally financially unstable leading to potential lack of investment.
- Irish tourism and hospitality market is volatile due to the fluctuating interest and money available in the sector.
- Bigger venues such as Croke Park and the RDS are located nearby

Opportunities

- None of its kind in the docklands, Dublin area
- Located in a business district and will attract a variety of events
- Venue will attract newer customers to the area
- It gives a new venture into the tourism sector
- The venue will be a new player in the game

Threats

- The Business district is expensive to stay in and work in
- More established venues have years of history and business

PR Wish Image

1. Impressive
2. Refreshing
3. Inspiring
4. Flexible
5. Compelling
6. Iconic
7. Stunning

8. Contemporary
9. Intriguing
10. Cultural

Dublin is a vibrant city. It is perhaps the fastest growing city in the world and one thing which people have liked to see within the city is new buildings. Buildings of culture, buildings of the continent if you will and that is something which this building can offer. It is important that people are impressed and they see the building as impressive. That is the first word which you would want to come to people's mind because that would leave a lasting image within their mind of it being impressive. Refreshing and inspiring should be next because people should be inspired to be in the building and refreshed by its newness. Over time it would be ideal if it became an iconic building to Dublin to compete with the others that are around the city to stand with the stadiums also. It is important that it is compelling to people and evokes some sort of interest in their mind as to find out more and this needs to be intriguing. There needs to be a level of mystique and intrigue to the building and that has to be held when people look and think of the CCD. People should see it as a stunning building both in its looks, its function and this should also be flexible, people should see a flexibility in the building in how it can be used for a majority of purposes and can be even seen as something bigger than just a convention centre. Contemporary is something which it would be amazing if it could be a long lasting effect, for it to be able to live in any era is something that would be fantastic and would be a lasting legacy of the building and the launch.

PR Objectives

Smart Objectives

- To publicise the CCD to the current client base
- To promote the CCD to potential client base
- To ensure that the current clients are interested before and after the opening
- To increase the interest from potential clients on the strength of the campaign

- To have an early subscription of inquiries and applications from interested parties
- To have improved our client base from the initial list that we have
- To have tentative applications from potential customers
- To promote a first class conference facility in line with the NEC's other interests such as the NEC Birmingham
- To be achieved within 12-18 months

Key Target Publics

Key targets, order in priority, the top ten

1. Agencies – those who wish to use the CCD will be targeted
2. Concert promoters – they may wish to change from the usual venues to reinvigorate
3. Dublin City Council – the local council are important to be on board as their support is crucial in most ventures
4. Sports bodies – can attract star names to the CCD and key events such as UEFA draws and exhibitions, this generates interest across Europe and revenue.
5. Multinational organisations – they may wish to use the CCD to show off a new product
6. Employees – they will be needed as the CCD begins to expand
7. Sponsorship opportunities – this could be useful to generate extra income to allow expansion or naming rights in the future
8. Client Base – it is important to reach out to the client base of NEC to appeal to those
9. Irish Government – the national government support is key and would be welcome in future developments in future
10. Investors – it is never a bad thing to have the potential of extra cash to help take the CCD to a new level in years to come

Five ways opinion leaders can influence key publics

How can opinion leaders influence key publics? There are a number of ways. We are lucky in fact to have a number of key opinion leaders within the island of Ireland and they are able to influence

people within the industry. Publics are the people we are targeting to speak to. They have had many influences through the years. I have outlined five ways in which they can influence our identified publics.

1. Opinion leaders have in the past had their voice listened to and if they were to promote they will influence a wider audience
2. Opinion leaders can carry a star quality that people will like to be associated with
3. Opinion leaders tend to be able to influence and talk to those who make decisions and have access to revenue.
4. The media play an important role, their promotion and streams of their product influence the public through their different publications.
5. Key publics like to view a full picture especially of a new project, they listen to the media to form their view in a majority of cases and are linked with people in power.

Media Techniques

Media Relations

It is important that we use the correct media techniques to ensure that we are able to reach out to the NEC Client base. These need to be selected carefully to ensure that we have a full reach out and get the required results.

Brochures/booklet

Sponsored booklets may seem a small idea but they are always a good idea and these can be distributed through all of our clients efficiently. These will show the CCD in full and explain the functionality of the building.

Celebrity Influence

Celebrity links are a good way of capturing the imagination of the clients. There are a number of Irish celebrities who would be willing to get on board should we reach out to them – U2, Colin Farrell, Liam Brady are all just a few who have in the past been linked with projects and have gained them a

new level of popularity. It also adds some star quality to the CCD and would be certain to ensure that it gains exposure.

Charity Links

Linking to charity may be another idea and this is something which we could tie in with our own partnerships. The NEC group have numerous charity partners and we can promote the CCD through these links including competitions and other kinds of events.

Press Visits

Press events and visits for all the clients, at our own expense, would be something also. This is an idea which would allow clients to get a first view and see it for themselves. It would allow them to form a full opinion aside from press packs and booklets. An open day and exhibition could be organised closer to the opening with press access also, with national and international media present.

New Media

New media is perhaps the biggest part of how the campaign can be based. New Media is quickly evolving. A new website should be imperative. This can be the first place for all news relating to the venture and there can be a link placed on NEC's current site which will link all current clients and interested parties to the new venture. Video is becoming a fast growing component of media and it would be a good idea to get some video footage of the site and the building of the CCD. This would be good to showcase the building and the actual kind of option we are giving the city. It could be set along to music of local artists in Dublin as well as an interview with the architect, the leader from NEC and someone of purpose within Dublin, the government or an influential figure within Ireland. A blog updating people on the goings on in the CCD and the campaign is a good way of pushing the new venture. Online forums and newsletters to the current clients and those which are to be attracted will prove to be successful also.

The above options give the options of full exposure among our own client base and even further afield to get us a head start.

Budget – 12 months

<u>Item</u>	<u>Time</u>	<u>Cost (€)</u>
Research	3 months	1,000
Press Releases	8 press releases	1,000
Newsletter/subscriptions	4 newsletters/5 subscriptions	200
Reports	3 reports	300
Transportation	12 months	2,000
Accommodation	12 months	2,000
Gifts	3 items	900
Other	12 months	700
Retainer Fees	Continuous – 12 months	22,000
Expenses	Continuous – 12 months	1,000
Postage/shipping	20 items	1,000
Press Event	4 events	2,000
Printing	Continuous – 12 months	1,000
Equipment	14 items	1,500
Tools/Software	3 items	1,000
Advertisement	Continuous – 12 months	3,000
Total	N/A	38,600

Evaluation

How can the campaign be evaluated?

- The response the campaign gets from NEC UK clients
- The response the campaign gets from organisations who wish to or host their own concerts/exhibitions/events at the CCD.
- The media exposure from the campaign in the national and international media across print, video and television
- Publicity through national and international press
- Traffic to the media and social media channels
- Brand mention of NEC and CCD throughout all sectors
- Engagement across press sectors

Implementation

What is to be done?	Who is responsible?	Completion date?
Six Point Plan	PR Agency	1 week
SWOT Analysis	PR Agency	1 week
SMART Objectives	PR Agency	1 week

Identify selling points of CCD	PR Agency	2 weeks
Decide on all aspects of Plan	NEC Group/PR Agency	3 weeks
Decide on target publics and PR Objectives	PR Agency	3 weeks
Approach potential partners	PR Agency	1 month
Present plan, including all research, to NEC	PR Agency	1 month
Decide on budget	PR Agency/NEC Group	6 weeks
Present Press Event Plan	PR Agency	6 weeks
Sign off on plan and production	NEC Group/PR Agency	3 months
Production of promotional material	Printers	3 months
Distribution of material	PR Agency/media	6 months
Press Event previewing CCD	PR Agency/NEC Group	6 months
Visit of interested NEC Clients	NEC Group	9 months
Launch	PR	12 months

Market Segmentation

For the project, there has been a market segmentation carried out to divide the market into sub groups as to where the product will be promoted.

Product

The Convention Centre Dublin will be the first and only one of its kind in the city of Dublin. A building which has been long in the making, it will be a specific building to host an array of events which include conferences, sit down events with audiences and lecture style talks. There is nothing of its kind in the city of Dublin or Ireland. It is going to be the most modern building of its kind and will be a standalone kind of convention centre, it will be the standard bearer for all centres going forward and will stand with those in Europe and across the globe in terms of quality.

Price

The cost will be dependent on the level of marketing which the NEC wish to attain. The PR campaign will be central to the marketing strategy and this should dictate the price. The cost will be around 2,000 euro and this will take into account the entire PR plan, the cost of employees and will look to make money back based on those who will look to book and use the CCD for their own needs.

Place

The placing of the marketing strategy will take place across a variety of channels which will include social media, radio, television and across various newspaper outlets within the country.

Promotion

There will be an abundance of ways to promote the centre and the mainstream Irish media. There is a lot of marketing share where it can be achieved. There are a range of ways to ensure that there is promotion of the product from online, billboards, newspapers, radio, social media and all of the new media tools which have been developed and are developing at rapid pace.

Target Audience

There needs to be a clear, identifiable plan to ensure that the strategy and the marketing reaches the target audience.

The general public, professional delegates, shows and those who host conferences are the target. This needs to be broadcast and pushed as much as possible. The advertising and marketing will be geared towards making this audience aware of the CCD, what it does and why they should go there.

There will be advertising across radio, newspapers, on buses, across television and through all the main social media channels. Posters and pictures which will include an unveiling of the crest/logo which will be designed for the CCD.

There will be a major promotional event which will invite the national and international press (where applicable) for an early viewing of the new CCD which will allow for a preview of everything which it has to offer. There will be a press conference which will include those behind the design, the company and the planning of the event where there will be questions addressed.

The direct marketing campaign will be the most proactive stream which will include using both the PR and NEC databases to contact and expand the reach through emails, text messaging, advertising, posters, flyers, online marketing and newspapers.

One very popular way of pushing a marketing strategy which has become the go to, is the site visits and this would entail an early access to VIP's, persons of interest and the media. This will allow those

to view the CCD, what it can do, its design and how it operates. It will allow an early opinion to form to give potential suitors an idea and special preview of exactly what to expect.

Early access and site visits also gives an opportunity to showcase in a tour and also will generate goodwill among the media which will mean for favourable reviews, attracting potential customers and good, easy promotion.

Advertising brief.

The CCD will need to be fully branded and marketed which has been the overall purpose of this plan. There will be a concerted effort through both PR and advertising to interlink and push the branding as much as possible throughout the entire project. It is important that there is a number of branding ideas carried out, thought through thoroughly and decided upon which have been outlined below.

Preliminary branding ideas

- Inform what the CCD does
- Create an identity as the best in class
- Create a logo of the CCD
- Highlight the benefits of the new CCD in short
- Define the market
- Highlight as the first purpose built convention centre in Ireland
- Focus on the unique design
- Modern building, state of the art facilities
- Highlight the functions
- Decide on where to promote

Convention Centre Dublin – how to brand?

Both PR and advertising are interlinked throughout a strategy. PR can enhance advertising as it is mostly a free metric and can push the advertising agenda.

In advertising for the CCD and how it will operate and in terms of advertising, they will be paid campaigns however good PR can rely and use the good contacts and the good will of journalists and the national press with press releases and favours.

This is the benefit of building up good relationships with members of the press and press organisations. This can and will lead to favourable reviews and free attention within the advertising and PR world.

Both target a similar audience however advertising can benefit from a broader contact base within PR. This increases reach and awareness across many different channels about the benefits of the CCD.

The aim is to position the positive agenda of the CCD which will be pushed in PR and advertising.

Advertising will go after selling the product whereas PR is painting the image of said product.

PR can help the image be sold to the audience.

A positive image of the product makes it much easier to advertise and this is something which I have successfully done with Dundalk Football Club.

A PR campaign during the time of Stephen Kenny as manager saw the club focus on the players, their story along with that of their manager.

It led to an enhancement of the product and enabled the club to advertise greatly in terms of merchandise, supporter reach and brought the club to the attention of investors.

It allowed the campaign to grow and complimented the work both in the PR and advertising worlds.

It allowed for growth, development and enhancement of the club itself. The success the team were enjoying on the pitch was now matched with building the profile of the club off it. This in turn gave the players more profile and ensured a better deal for themselves

This can be applied to the CCD and NEC where the contacts of both mine and the company are used to enhance the image of the product in both PR and advertising.

Conclusion

As has been shown through the research that has been carried out, the CCD has the potential to be the best and most unique building and centre of its kind not only in Ireland or Europe but across the world. It will allow access now to the global markets and places into global business which had before this been unavailable to the current city. This is a gateway to the new business world and can cater for every single kind that is required across all business ventures. As a new venture, there will be a need for branding however the location and the expertise of but the PR company and the NEC this should prove straightforward in the short term. The necessary steps followed within this plan will mean that the CCD becomes the stand out and stands alone as the leading centre in the entire world.

Contact details of PR Professional

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Appendix

Press Kit including press release for promotional purposes

Client Background Information

NEC have much experience in the management of venues such as the new Convention Centre Dublin. Their impressive home building of the NEC Birmingham is one of the standout exhibition and function centres, not only in Europe but across the globe. NEC run other venues of the same kind including the ICC, The Vox and Resorts World Arena which are added to the company's expertise and experience in the area. These skills are transferrable and their dealings in managing the venues have been shown across all sectors. The NEC have been aiming to grow as one of the leading promoters in the world and have already been involved in a number of different kinds of events across Europe and mainly in the UK. They have been trusted with the venue management of the CCD and have undertaken their usual due diligence and applied their skills and expertise to the project which is sure to make the CCD one of the leading venues in the world.

Client Biography

The NEC Group were founded in Birmingham in 1976 and have established themselves as the UK's leading live events, business operating across the industry. The company have excelled through the years and have been relied on to provide an excellent service within the industry. Having built the company from the ground up and initially specialising in exhibition centres, their expertise have moved across various different aspects of the industry to cover catering, ticketing and hospitality. These skills have been developed across decades in the industry and they are the lead within the UK. The NEC Group have specialised in offering a first class service to all of their clients to bring an outstanding delivery.

Background Document on product

The Convention Centre Dublin is Europe's newest and most impressive exhibition centre which will be located in the Spencer Dock area of Ireland's capital. The building has been designed by Irish American architect Kevin Roche and has been funded by a local consortium with contributions from both the Irish Government and European Union. The building has a number of architectural innovations with the glass fronting and curved walls. It is planned to hold at least 8,000 people with a number of meeting rooms, an auditorium and banqueting space. Placed in Ireland's technology and

business hub, the CCD will take its place within the must visit buildings on the continent. Aiming to rival the best in Europe, the CCD will have an iconic design with a spacious interior overlooking the River Liffey and will host exhibitions, conferences, live events and aim to attract some of the biggest names, companies and firms from across the globe to be their host.

Quotes

“We are proud and honoured to be associated with this spectacular new venture. It is going to be one of the most iconic venues in Europe and in time hopefully in the world. This has been a long time coming for the city of Dublin. The Convention Centre will be a much needed boost to the city and a focal point for the entire country. As a management group, we have decades of experience in venues and we will be bringing that expertise to every facet of the new project. Everyone within the industry is incredibly excited by the centre and us at the NEC Group are delighted to be a part of the journey”, NEC Group.

“This project promises to be one of the most thrilling projects of the 21st century. Dublin and Ireland has not seen a proposal like this in its history. It is unique and something which, we as an Irish PR company, are elated to have been offered the opportunity to promote the Convention Centre Dublin. We know what is required from NEC and their working group which we are pleased to be teaming up with. Dublin and Spencer Dock in particular is a vibrant area of the country so it is vital that we tap into its potential over the coming months to bring it to the forefront of the international market. The ambition is to make the CCD the most attractive venue in the world and we will set about doing that from the outset”. Communications Company.

Press Release

Partnership Press Release

NEC Hire Leading Agency For New Venue.

The leading venue management company in the UK, The NEC Group, have been appointed the management company of the newest exhibition centre in Europe and they have turned to *Crawley*

Communications to ensure first class promotion of the venue. NEC, located in Birmingham, have a long history of venue management and have their own venue NEC Birmingham, among others, are bringing their expertise to what will be Europe's leading exhibition venue. The Convention Centre Dublin is currently in construction and this is their new venture which will be the most iconic, stylish and sought venue of its kind.

Located in Spencer Dock in the heart of Dublin city, it will attract a wide array of visitors and businesses who wish to sample the vibrant Irish capital. The centre will be a multi-functioning building that is sure to attract businesses, entertainment and consumers from all backgrounds. One of the leading management groups in Europe, NEC have a proven track record in venue management and they have teamed up with *Crawley Communications* in order to gain maximum exposure of the new venture.

Crawley Communications are based in Dundalk, Ireland and have been a leading company in the field in across all sectors of the business world. CEO Darren Crawley has extensive experience in promotion and media relations in the UK and international press.

The company are thrilled to have been given the opportunity to promote the CCD in the UK market and preparations have already got underway to embark on what will be a challenging however ultimately successful PR campaign.

ENDS

Promotion Press Release

The Convention Centre Dublin Is Coming...Are You Ready?

In what will be one of the most iconic venues in Europe, the Convention Centre Dublin is coming. With construction well underway, the city of Dublin is excited by the newest addition to its long list of impressive buildings. Spencer Dock will be the location of the Convention Centre and people are already talking about what it will bring to the capital.

A function centre which will host exhibitions, conferences and live events, the Convention Centre is aiming to roll off the tongue along with other venues on the continent such as The Grimaldi Forum in Monaco and Wembley Arena in London. These are the kind of centres which the CCD will be hoping to emulate and even surpass over time.

As we count down to the opening, Dublin has started the countdown to the opening of the centre and we are now into the last six months with construction due to be completed. The technology and business hub of the city is ready to welcome the building and all of the new business that it will bring with it to ensure that the city continues to grow.

Dublin has been one of the fastest growing cities in the world over the past number of years and this is to rubber stamp its status as one of the most accessible, modern and cultural cities across the globe.

With six months until the opening, we want to see you there and welcome the newest centre to your capital city.

ENDS

Artwork which will help brand and shape the promotional drive



A general view of the exterior of the Convention Centre Dublin



A view of the construction of the Convention Centre Dublin



The logo which will be used to identify the Convention Centre Dublin



The internationally recognised NEC Group logo