

Entry Title: 2010 US Conference of Mayors Brochure

Entrant's Name: Jill Harrison

Division/Category: Division #2; Category E: Print Communications; E33. Special One-time Publications

Need / Opportunity:

Oklahoma City hosted the 2010 Annual Meeting for the U.S. Conference of Mayors, June 11 – 15, 2010. The Greater Oklahoma City Chamber, along with a committee of local volunteers, coordinated all host-city activities. With more than 1,000 people – including mayors, their families, other city delegates, representatives from Washington, national media and Business Council members – converging on Oklahoma City for the 2010 Annual Meeting, the Chamber wanted to maximize attendance at host-city events in order to also maximize the attendees' exposure to the modern renaissance experienced by Oklahoma City over the past two decades. The Chamber chose to create a printed Overview Brochure encompassing the many activities taking place during the five-day event.

Goals/Objectives:

Goal: To create a brochure that clearly communicated the many activities taking place during the five-day event, while showcasing Oklahoma City's history, renaissance and high-quality of life.

Objective: To ultimately drive an event attendance of at least 1,000 people at each major event.

Audience

Attendees of the 78th annual meeting of the US Conference of Mayors. Attendees included US mayors, their families, other city delegates, representatives from Washington, national media and Business Council members.

Solution Overview

With as many as eight events taking place each day (not including conference activities), the brochure needed to concisely convey the necessary details of each event while also marketing them to an audience that varied in ages and interests. The brochure also needed to showcase the best that Oklahoma City has to offer.

The look and feel for the brochure was based on Oklahoma City's current marketing campaign, "Cool & Warm". This campaign plays on the duality of Oklahoma City – a cool, hip city with warm culture and hospitality. The brochure begins with a clearly labeled table of contents and a greeting from the Mayor of Oklahoma City. The brochure then gives a detailed itinerary of each day, while weaving in suggested activities for visitors. Each page includes colorful photos and pull-out boxes that highlight an interesting fact about the city. The brochure concludes with detailed maps and directions to each event.

Details of Implementation

The Overview Brochure was designed in-house by the Greater Oklahoma City Chamber and was initially distributed at the Oklahoma City booth during registration on the opening day of the annual meeting. The events in the brochure were teased with an initial mailing piece that was sent to attendees approximately one month before the event. The events for each day were reiterated through the distribution of daily newsletters directly to attendees' hotel rooms.

Budget

The expenses associated with the Overview Brochure totaled \$1,724, which was the cost for printing 1,400. Since this piece was distributed to attendees at the conference, there were no mailing or other costs associated with it. There was no revenue associated with this piece.

Measurement/Evaluation

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The main objective- clearly communicating the many activities taking place while showcasing Oklahoma City- was reached through the unique, brightly-colored and detailed Overview Brochure.

In order to best track attendance at individual events (as outlined in the objective), we issued individual tickets at each event. At the end of the week, attendance was tallied and compared to our projected attendance numbers as well as attendance at host-city events from the previous annual meeting in Providence, R.I.

Our attendance numbers were consistently higher than our projected attendance (except for the final event due to many attendees departing immediately after the annual meeting concluded).

Event	Projected Attendance	Actual Attendance
A Taste of Bricktown	1,000	1,027
After Party at the Skirvin	250	424
An Oklahoma Hoedown!	1,200	1,323
After Party at the Oklahoma City Museum of Art	200	259
The Flaming Lips with the Oklahoma City Philharmonic	1,000	1,218
After Party at Nonna's Purple Bar	150	204
A Broadway Review	800	704

The attendance at the events shows that the Overview Brochure was crucial to driving attendance at host-city events during the 78th annual meeting of the U.S. Conference of Mayors. Attendance tallies at all but one host-city event were up as much as 170 percent over estimates.

One attendee, Buddy Dyer, Mayor of Orlando, Fla., had this to say about the host-city events in an opinion editorial he submitted to *The Oklahoman*: "I have just returned to Orlando after spending several days in Oklahoma City while participating in the United States Conference of Mayors annual meeting. I feel compelled to publicly say thank you for your hospitality and also let you know how impressed I was by your city."

The attendance numbers combined with the positive feedback received clearly reflect that the goals of driving attendance at the host-city events and providing a well-rounded impression of Oklahoma City were achieved. And by achieving these goals, the Chamber has achieved further success in its efforts to market Oklahoma City to those outside of our region.