

Exclusively Thames Valley Restart and Recovery

“The secret of change is to focus all your energy not on fighting the old but on building the new.” — Socrates

Over the past few weeks and months our fabulous Exclusively Thames Valley venues and suppliers have been faced with cancellations, postponements and closing their doors.

The good news though is that we are finally seeing an easing of lockdown and the start of our journey into recovery. The Exclusively Thames Valley team can help guide you and your teams, over the next few weeks, in this recovery phase with some key sales and marketing support and actions.

We realise that previous sales and marketing plans and budgets will have to be reviewed and amended to adapt to this new marketplace we find ourselves in. Staying connected with our clients, rebuilding our pipeline of event opportunities and being front of mind when those event enquiries start to return has never been so important!

Exclusively Thames Valley can now offer project work and support from July – December 2020 to help your team reach its key objectives:

- Maximising immediate sales opportunities and exposure with UK corporate and agency event planners
- Working to rebuild your pipeline of event opportunities
- Sales and Marketing action to make you stand out in what will be a more competitive market than usual



OUR PLAN

- **Webinars** – let us help you take your site inspection virtual and bring your venue to your buyer. We can set up, market and facilitate your webinar or zoom meeting.
- **Virtual Sales Calls & Social Meetings** – Add some Zing to your Zoom to make your venue stand out. We can help guide you on content, message and audience to maximise all opportunities to rebuild your pipeline
- **Industry Platform Features** – Let us help get you featured and included in online platforms such as MiCEBOOK, AIEA, SITE, HBAA
- **Personalised Feature Mailings** – Our database consists of over 7000 corporate and agency event planners in the UK – make sure your clients know that your venue is ready and adapted for socially distanced meetings, hybrid events and health and safety precautions.
- **Social Media** – AbleMaxx Appetizers interviews shared on all social media platforms as well as on a dedicated e-newsletter

OUR COSTS

To help you respond to the rapidly changing marketplace we have devised the above actions to be managed over the next few weeks and months in a project format.

As a team have been working throughout this period and remained connected with both corporate, agency event planners and industry partners. Our insight will allow us to quickly agree an action plan which fits your budget and gives you maximum exposure to your most valuable domestic audience.

Please do get in touch to see how we can help.

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