



5 Simple Strategies For Cost-Effective Communications

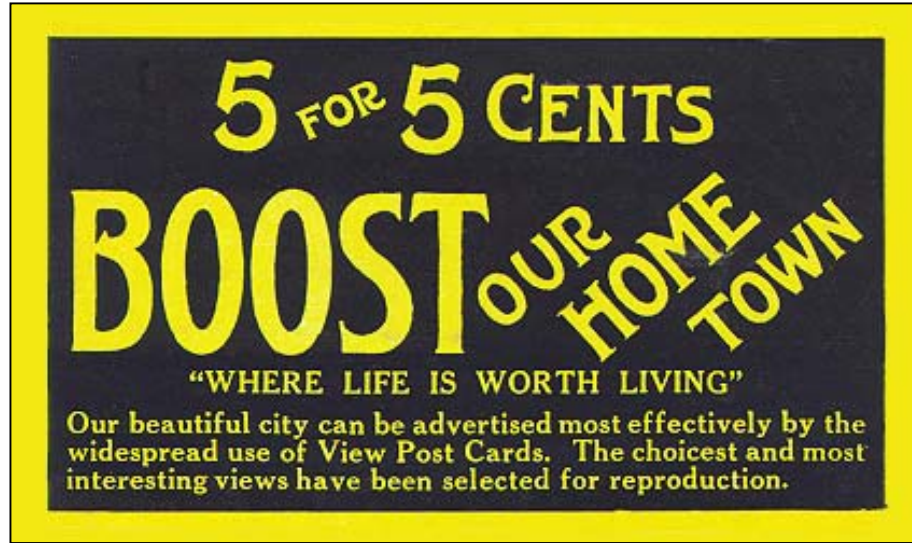
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presented by
Cynthia Fontayne
CEO and Creative Director

July 2004



My Task Today: 5 Simple Strategies

Yours: Pick 5 Ideas

and put them into action - next week !

Planning Your Program



Establish Goals
Do Research
Set Benchmarks
Be Strategic
Lay Out Action Steps
Hone your News Sense
Know the Media:
Read, Watch, Listen, Surf
Research
Where are you?
Who are you?

Mid-century Motivators



New Places

Status

**Family +
Friends**

Attend Events

Entertainment

Relaxation

Recreation

Souvenirs

Millennium Motivators



New Experiences
Self-Actualization
Self Enrichment
Child Enrichment
Hobbies/Interests
Family + Friends
Stress Reduction
Entertainment
Adventure (it's back!)
Memories
Security/Safety

Why do travelers go where they go?



Geographics
Demographics
Psychographics
matched to
Destination
Attributes

What do they like when they get there?



Shopping
Dining
Museums
Sightseeing
Nat'l Parks
Festivals
Culture
Family Fun
Romance
Good Service

Top Activities of U.S. Travelers



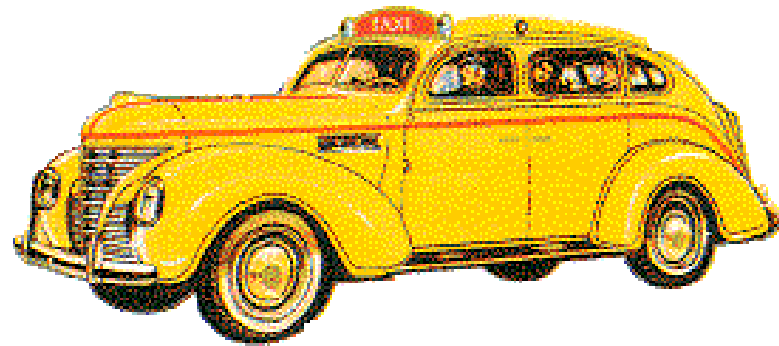
1. Shopping
2. Outdoor Recreation/
Parks
3. Visiting Museums
and/or Historic
Sites

U.S. Tourism Potential



- 1.3 billion U.S. trips
- \$424 Billion spent
- 65 million cultural travelers
- 54 million museum visitors
- 103 million weekenders
- 104 million family travelers
- 98 million adventure travelers
- 91 million shoppers
- 17 million golf travelers
- 75 million sports travelers
- 55 million "geotourists"
- 31 million festival
- 27 million cyclists
- 30 million learning vacationers

So, how do you get them
to come to you?



5 Simple Strategies



Work with What You've Got



Assess Your Assets

Research: trends, perceptions, visitors

Blend, Bundle and Brand:

Realign Existing Assets in New Ways

Be Genuine, Not Generic

Other Resources



State of California
U.S. Dept of Commerce
Other States
Travel Industry Association
CalTIA
Colleges and Universities
Travel Trade and Consumer Publications
Travel Suppliers
World Tourism Organization
The Internet
Your Past Visitors/Customers
Business Associates

5 Simple Strategies

Work with What You've Got

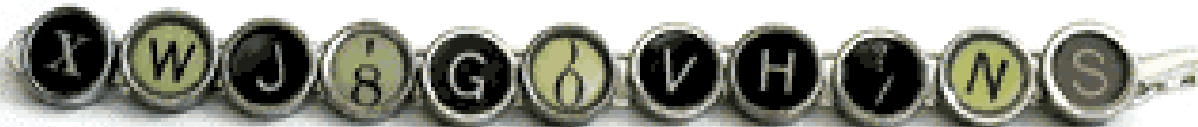


Leverage the Internet

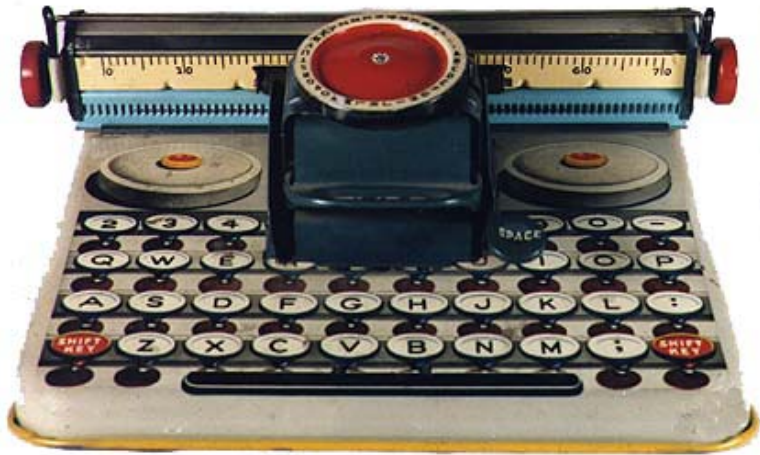


Working Online Saves Everyone:

Time
Money
Missed Deadlines
Phone Tag
Tedium
Toner
and
Trees



The Joy of Net



Saves Money
Email Distribution
Triage via Multiple Emailboxes
Research
Media Info
Competitive Checks
Idea Harvest
Trend Watching
Public Opinion
Newsgroup Postings
Crisis Communications
Online Press Room

Distribution Revolution

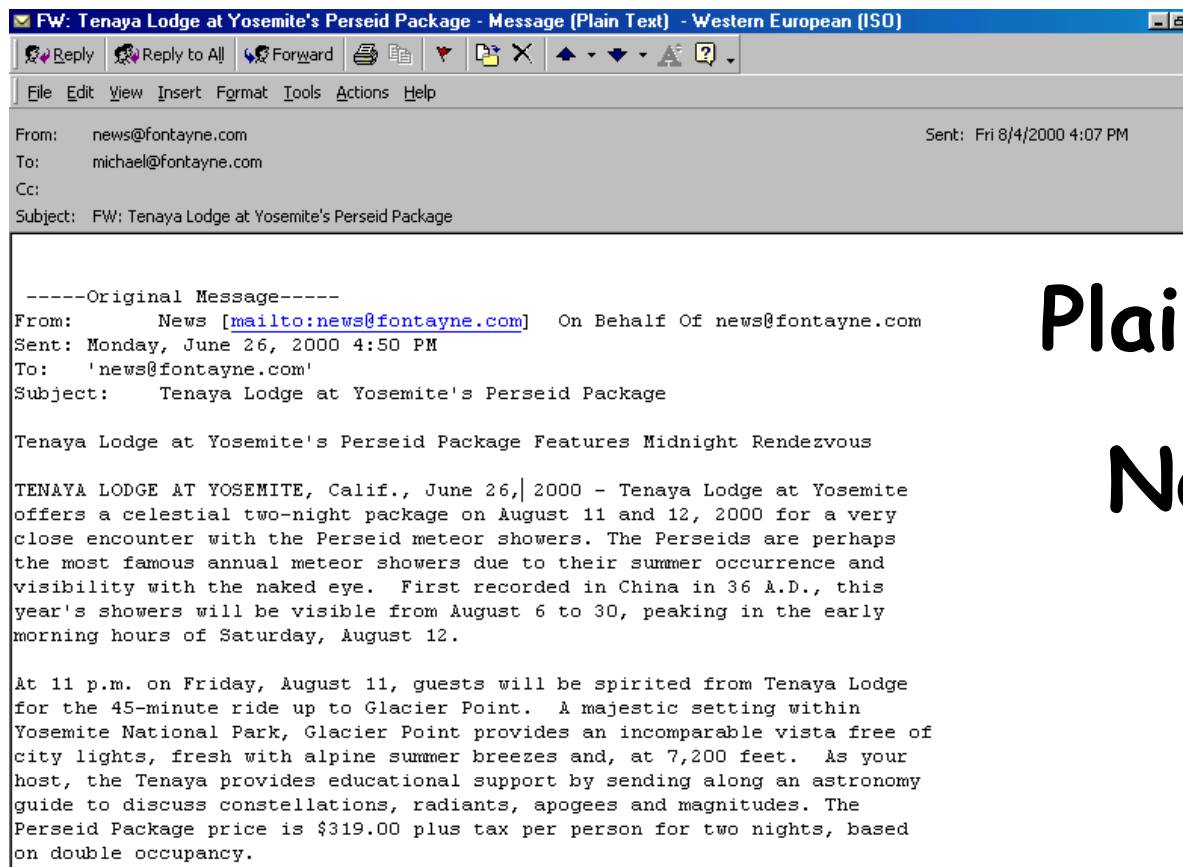
1987: print only
\$1500 per issue

1995: fax/email
\$500 per issue

1998: Web-only
\$ 0 per issue



Email News Releases



Be Brief

Plain Text is Best

No Attachments

Real News

**Clear Topic in
Subject Line**

**NO SPAM !
BY PERMISSION ONLY**

Live Link to more info

The Online Press Room: A Must



**No Passwords !
No Registration !**

**No PDFs !
No Frames !**

No Promos !

No Kidding !

Press Room Content Options



- Welcome
- Backgrounders
- Fact sheets
- Bios
- Latest News
- Release Archives
- Registration
- FAQs
- Research/Statistics
- Staff Directory
- Email Options

Press Room Content Options



- Images
- Event Photos
- Web Cams
- Webcasts
- Streaming Audio
- Streaming Video
- Archival Documents
- Press Request Form
- Links to other relevant resources
- Registration
- Press Trip Policies
- Add to mailing list

Press Room Content Options



- Maps
- Events Calendar
- Newsletters
- Factoids
- Quotes
- History
- Statistics
- Link to Calendar
- Link to Membership Directories

5 Simple Strategies

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Leverage the Internet



No News? Make News !

No News? Make News!



Conduct a Poll
Get Expert Quotes
Top Ten Lists
Tweak the Product
or...

Develop Public Service Campaign



Free Power Tools!

Energy Tips for California Trips

Yes, the lights are still on in California! And every effort is being made to ensure that they remain on. We already use less power per capita than 48 other states, and, through the energy-wise efforts of our residents and businesses, have reduced usage by more than 12% in 2001. And we are well prepared for future power outages should they occur.

We hope that you will enjoy your visit to California and join us in conserving power, using the simple steps listed on the reverse. In fact, it's a good idea to use them anywhere, anytime! More tips and energy updates may be found on the official California Tourism Web site.

California Travel and Tourism Commission
www.visitcalifornia.com

Energy Saving Tips for Travelers

Before you leave home...

Power outages could happen anywhere, even at home. Use these guidelines to reduce energy consumption and safeguard your home and budget while away.

- Pull the plug on unused appliances.
- Draw curtains, close shutters.
- In summer, turn off air conditioner or turn thermostat up to 80°F. In winter, turn your heating thermostat to 60°F.
- Put security lights on a timer.
- Turn off water heater or shift to lowest setting.
- Check/fix dripping faucets.
- If you leave food in your refrigerator or freezer, turn a filled and frozen ice cube tray upside down in the freezer. If it's empty when you return, you'll know your power was off for an extended period.

At your destination...

Help your hosts conserve power with these small but effective steps.

- Use natural light whenever practical.
- Before leaving your room, and when you check out, ensure that all lights, TV and other appliances are turned off. Draw curtains & shades.
- Set room thermostat to 78°F or higher. Turn off air conditioner if you'll be gone all day.
- Take shorter showers or bathe in a little less water.
- Don't run water continuously when shaving or brushing your teeth.
- Ask for fresh linens every other day, use towels more than once (ask innkeepers for procedure).
- Use your car lighter outlet to recharge cell phones.

On the road...

Whether in your own car or a rental, here are some general tips for getting the best gas mileage for your trip.

- Use auto club routing services and maps or Web mapping services to plan your route for best mix of sights and shorter distances.
- Check for clean filters, proper tire inflation, reasonable luggage load.
- Accelerate smoothly, don't tailgate and avoid frequent braking.
- Obey speed limits. Lower speed = higher mpg.
- Turn off engine if you are going to be waiting for more than a few minutes.

For more tips and current information, stop by a California Welcome Center or go to the official Web site of California Tourism at www.visitcalifornia.com.

If you experience a power outage

Planned outages have been few and far between. In the rare instance that you experience a power outage, do not be alarmed and please remember:

- Safety services such as police, fire, paramedics and hospitals are exempt from planned outages and will not lose power.
- Be patient. A planned outage typically lasts 60 to 90 minutes.
- Do not call 911 to report a power outage. Call 911 only for a real emergency.
- Treat any intersection with non-working traffic lights as a "four-way stop."
- Keep refrigerator doors closed; they will continue to keep items cold for hours.
- Turn off and pull plugs from wall sockets for computers and other sensitive electronics to avoid damage from a power surge once service is restored.
- Use flashlights if needed. Do not use candles as they pose a risk of fire.





PROCLAMATION

Swissair Day

WHEREAS, SWISSAIR HAS THIS DAY ESTABLISHED A NON-STOP AIR LINK BETWEEN SWITZERLAND AND LOS ANGELES; AND

WHEREAS, SWISSAIR WILL THEREBY BRING TOGETHER THE PEOPLES OF SWITZERLAND AND CALIFORNIA; AND

WHEREAS, THIS CROSS-CULTURAL EXCHANGE WILL CONTRIBUTE TO INTERNATIONAL UNDERSTANDING AND COOPERATION; AND

WHEREAS, THE NEW AIR LINK WILL SERVE TO FURTHER ENHANCE TRADE BETWEEN SWITZERLAND AND CALIFORNIA;

NOW, THEREFORE, I, TOM BRADLEY, MAYOR OF THE CITY OF LOS ANGELES, ON BEHALF OF ITS CITIZENS, DO HEREBY PROCLAIM NOVEMBER 1, 1989 "SWISSAIR DAY" IN RECOGNITION OF THE INAUGURATION OF SERVICE BETWEEN SWITZERLAND AND LOS ANGELES; AND

FURTHER, I COMMEND SWISSAIR FOR ITS OUTSTANDING CONTRIBUTION TO COMMERCIAL AIR TRAVEL AND WISH THE NATIONAL CARRIER OF SWITZERLAND A SUCCESSFUL AND LONGSTANDING RELATIONSHIP WITH THE CITY OF LOS ANGELES.



Tom Bradley
MAYOR

Get a
Proclamation
from
Someone
Somewhere



**Use Celebrities:
Awards, Charities, Events, etc.**

The One Day Campaign



**It's Crayfish Week !!
Oops !
Forgot to advertise !**

**24-hour turnaround
Broadcast-only**

**\$ 2,000 budget,
(including fish)**

Be a Source and a Resource for the Media

- Trends
- Leads
- Research
- Insider Info
- Fact Checking
- Referrals
- Your Expertise
- Buzz/Gossip



5 Simple Strategies

Work with What You've Got

Leverage the Internet

No News? Make News !



Play Well With Others



Collaborate, Coordinate, Cooperate

Colleagues, Competitors, Conferences

Confluences, Coincidences, Calendars

Collaborate
Coordinate
Cooperate



Museum Passports
VIP Cards
Coupon Books
Cultural Shows at Malls
Visitor Kiosks at Performance Venues
Trails
Themed Itineraries
County-wide Yard Sales
Town-wide Evening Hours
Joint Marketing
Resident Ambassadors

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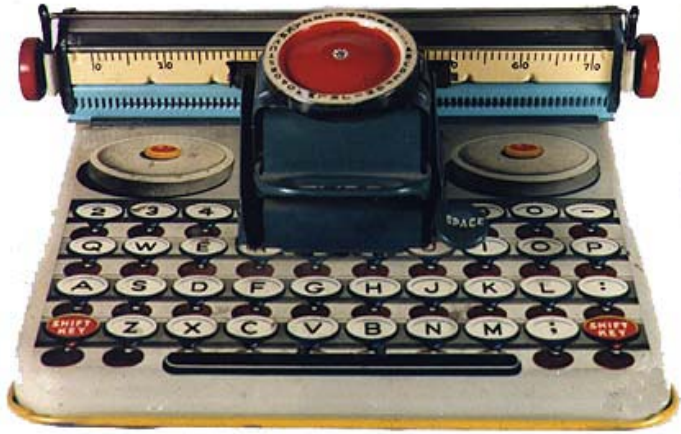
Get Flash Without Cash

Can you get Flash without Cash ?

Your creativity ?	Free !
Brainstorming ?	Free !
Walking Around ?	Free !
Notepad ?	Free !
Sitting Around Thinking ?	Free !
Watching TV?	Free !
Reading Magazines ?	Free !
Doodling ?	Free !
Using Leftovers?	Free !
Optimism ?	Free !
Enthusiasm ?	Free !



Look at all the ways to Communicate



Stamp t-shirt poster tattoo
Guides maps postcards video
Swizzle sticks cookies rebus
Blimps kites skywriting neon

Photos email WWW invoices Faces gestures
buttons cans Napkins fortune cookies candy
Gossip sandwich board jokes Puzzles labels
songs post-its Limericks APBs pencils bizcards

Look at all the ways to Communicate

poems legends graffiti games
polls poles Poles stickers toys
Cassettes chants fairy tales rap
Credit crawls credit cards art
Lectures seminars proclamations
Blow-in cards score cards pens
Blueprints music film jingles
Anagrams crosswords menus
Ouija board eye charts and
PowerPoint Presentations





**Don't Waste a SINGLE Opportunity,
no matter how small**

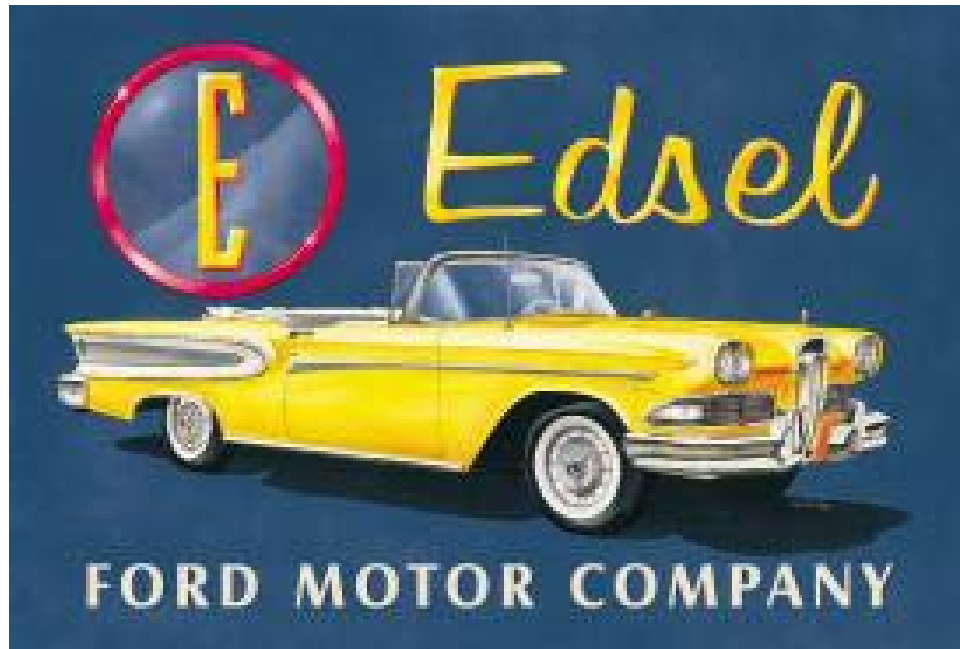


Postcards for the Press

Cheaper
Readable Releases

Recruit **C**hampions





**Try Stuff. Failure is not Fatal !!
It just gives you more information.**



Thank you.

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