

Meet in Kent

Business Toolkit

#MEETINKENT | www.meetinkent.co.uk



MEET IN KENT
GARDEN of ENGLAND



ABOUT THE CAMPAIGN

We are excited to be delivering this latest marketing campaign for the Interreg Experience project, which is running over a six-week period from January 2023. The project presents an excellent and free opportunity for Kent's venues and experiences to attract more corporate customers off-peak. Our aim: to extend an invite to local Kent and London based businesses to come and experience what's available on their doorstep.

The campaign seeks to showcase your venue, attraction or unique delegate experience to businesses – from across the county and the capital – booking their next corporate or team events. You will enjoy the benefits of being part of a campaign that will amplify your own marketing activity and potentially reach new audiences.

All Kent-based venues or experiences who can offer a great meeting space or an inspiring day out for local businesses, are welcome to take part, including:

- ✓ Business event suppliers (hotels and attractions with meeting spaces)
- ✓ Dedicated purpose-built conference and meeting venues
- ✓ Experience providers, such as foragers, golf courses, cookery schools and much more



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IN THIS TOOLKIT

We have created this simple toolkit to give you advice and guidance on promoting the campaign via your website and digital channels to help amplify your business events activity. Please read through carefully and contact us should you have any further questions.

In this toolkit you will find:

1. How your business can get involved
2. What to expect from Visit Kent
3. What trends this campaign is looking to tap into
4. Tips on working with the business events market
5. Help with creating a listing
6. Help with creating a case study
7. How you can promote the [#MeetInKent](#) campaign
8. Additional information and links

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1. HOW YOUR BUSINESS CAN GET INVOLVED

Participation is really straightforward – just create a free listing on the **Meet in Kent website**.

Our Meet in Kent website will provide inspiration for businesses looking for places to book their next meeting or team away day – as well as other experiences and activities to enjoy. If you'd like your business to be considered for a free listing, email: enquiries@visitkent.co.uk



2. WHAT TO EXPECT FROM VISIT KENT

All businesses taking part will have a **FREE listing created on the Meet in Kent website and benefit from targeted marketing activities, including:**

- ✓ Paid social activity and press activity
- ✓ Paid search
- ✓ Direct sales
- ✓ E-communication and engagement with local business groups.

We will be focussing on Twitter, LinkedIn and Instagram for paid social content. Content will all link back to listings on the Meet in Kent website with clear call to actions to encourage businesses to turn interest into a potential booking.

Press activity will include a media release to coincide with the launch of the campaign that will support placement of coverage in local, regional business and industry media publications and websites.

We will be promoting the Meet in Kent campaign in our email newsletters shared with around 2000 subscribers from across the region and beyond. Updates will also be shared with Locate in Kent, South East Business Hub, Kent Invicta Chamber of Commerce and other business groups to help spread the word.

3. WHAT TRENDS IS THIS CAMPAIGN LOOKING TO TAP INTO?

The trend for remote or hybrid working and growing awareness of the value of staff wellbeing means that many corporate businesses are looking for ways to bring their staff together to collaborate, learn and motivate.

The need for companies to reduce their carbon footprints, operate and travel more sustainably and spend money more locally, enjoying local produce and exploring local experiences are important influences for them.





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4. TIPS ON WORKING WITH THE BUSINESS EVENTS MARKET

The Business events market is worth £31bn to the UK visitor economy, with business event attendees spending up to 30% more than leisure visitors.

If you're new to this form of tourism it's helpful to know the jargon, including the acronym MICE, which stands for Meetings, Incentives, Conferences and Exhibitions.

The incentives component of the MICE tourism segment includes all types of travel rewards a company might offer to individual staff, teams or partners to thank them for their performance, boost morale or increase employee loyalty.

The opportunities of working with this market, include:


- ✓ Creating new year-round income streams
- ✓ Welcoming new customers
- ✓ Increasing opportunities to create jobs and boost the local economy
- ✓ Collaboration with other venues, hotels and experiences
- ✓ Testing new products and ideas
- ✓ Co-promotion of other elements of your offer

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We've collated some tips to give your venue or experience the best chance of success:

- ✓ **Research** – Consider who your audience is, what they're looking for and the best way to reach them. Both www.visitkentbusiness.co.uk and www.visitbritain.org have dedicated insights from the business events market.

[CLICK HERE](#) to read the report 

- ✓ **Collaboration** – Building relationships with local suppliers or businesses could strengthen your offer to potential business clients when booking.
- ✓ **Customer Service** – Always respond to enquiries within 24hrs and have flexible cancellation policies in place.
- ✓ **Corporate image** – Good visuals and collateral specific to the corporate market is essential in promoting your venue or experience.

5. HELP WITH CREATING A LISTING

When you agree to take part in the Meet in Kent campaign, we will ask you to provide us with information to create a profile for your venue or experience on the Meet in Kent website.

You may be used to promoting your experience to a leisure audience but interested in working more with the corporate market. If that is the case, then here are some simple tips to help you promote your venue or experience whether on your own website or your Meet in Kent listing

Tone of Voice

Writing for a corporate audience doesn't mean you have to lose your personality, but you'll want to write in a way that your potential customer will understand and relate to easily.

Remember who your audience are

The people you are speaking to may be booking on behalf of their own company, or on behalf of a client and their delegates rather than for themselves.



Capacities

If you have a meeting space, be clear on the seating capacities according to layout as meeting planners will need this basic information at a glance. The main layouts to focus on are: theatre, boardroom, cabaret and reception.

Amenities

Does your meeting room have a projector and screen? Are flip charts available at an additional cost? Do you offer sheltered space for group lunches, or parking for coaches? Tell the event bookers about it all.

Your little black book

Let event planners know if you have contacts for local private hire vehicles to collect delegates, or if you have a good relationship with a local AV company or caterer.

Think image

Attention spans are short so a good image that shows off your venue to your target audience is vital. Shots of your meeting rooms or events space set up are important in helping potential customers to decide if you're for them. However, you don't want all images to show empty spaces. Take pictures that also show delegates enjoying your meeting space or experience. As you are targeting a business audience, avoid any images that show couples, families or weddings.



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6. HELP WITH CREATING A CASE STUDY

Case studies are a great way to promote your business and there are many ways to write them. We've listed some tips on style and tone for your listing above that are also relevant here – but above all else, this content is all about telling a story.

Here are some tips to help produce a regular stream of useful content that may help persuade potential clients to choose your venue or experience over the competition.

- ✓ Create a feedback form (on or offline), including a tick box asking for permission to use for marketing purposes or requesting permission to follow up.
- ✓ Encourage attendees of an away day, team event or experience to complete any feedback as close to the booking as possible, ideally on the day.
- ✓ An incentive such as 10% off a future booking may help to encourage people who have booked your venue or experience to give their review.
- ✓ Case studies don't just make great content for your website, they also help it to be found on search engines if written well and of a suitable length (around 700 words is ideal).
- ✓ They are valuable if promoting your business on social media or in paid or unpaid promotion with local media, potentially creating a buzz, adding kudos or authenticity to your product and increasing word of mouth recommendations.

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- ✓ If time is short, then a Q&A format is an easy way to produce your case study. You'll just need to contact your client to request a good quality image from their day, if no official photography is taken.
- ✓ Pick selectively from your written case studies to organise a video shoot and produce a showreel highlighting positive feedback of a great experience.
- ✓ Remember to get permission from the business before publishing a case study.

These are some additional tips for structuring your case studies.

- ✓ Introduce the customer
- ✓ Detail what they were looking for
- ✓ Highlight any challenges they faced
- ✓ Why they chose your venue or experience
- ✓ What you delivered for them
- ✓ Their verdict on the experience
- ✓ What stood out for them
- ✓ Would they recommend you again and why
- ✓ End with a call to action (e.g., **For more information** or **To make a booking**)



7. HOW YOU CAN PROMOTE THE #MEETINKENT CAMPAIGN




We encourage you all to spread the word about the campaign, sharing our content on your social media channels and your other communications activity.

Here are some tips:




- ✓ Always use **#MeetInKent** and **#VisitKent**
- ✓ Tag **@VisitKentBiz**
- ✓ Talk to your followers, the media or other attractions about the Meet in Kent campaign to spread the word.
- ✓ Add details of the campaign to your website
- ✓ Encourage staff to share the campaign on their own social media channels
- ✓ Promote our PR and social media content








Sample Social Media Posts:

 **Visit Kent** 3,075 followers 11mo ·  [+ Follow](#) 

From thrilling locations and venues fit for royalty, Kent is full of great places to experience. Reward your team with a day out to remember – all on your doorstep in Kent. [#MeetInKent](#) [#VisitKent](#)

   154 3 comments · 2 reposts




 Like  Comment  Repost  Send

 **Visit Kent** 3,075 followers 11mo ·  [+ Follow](#) 




Conferences in castles, hosting clients with the finest English sparkling wine, foraging for wild food on the coast – it's all here in Kent. What will your business experience next? [#MeetInKent](#) [#VisitKent](#)





   154 3 comments · 2 reposts

 Like  Comment  Repost  Send

 **Visit Kent** 3,075 followers 11mo ·  [+ Follow](#) 

You don't have to travel far as a business for a great experience. If you're looking for somewhere special to book your meeting – and maybe some great team building too – it's right here in Kent. [#MeetInKent](#) [#VisitKent](#)

   154 3 comments · 2 reposts

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8. ADDITIONAL INFORMATION AND LINKS

We're really looking forward to sharing the Meet in Kent campaign with you in 2023 and hope you'll get involved by sharing our campaign messaging with your own audiences.

Got your own questions?

✉ enquiries@visitkent.co.uk

🌐 www.meetinkent.co.uk



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More from @VisitKentBiz

3,044

5,048

LinkedIn

Twitter followers

www.visitkentbusiness.co.uk

More from @VisitKent

33.2K

Instagram followers

50.3K

Twitter followers

28.3K

Facebook followers

www.visitkent.co.uk

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interreg
France (Channel) England
EXPERIENCE
European Regional Development Fund

