VISITOR ECONOMY

PROMOTIONAL MARKETING OPPORTUNITIES

Opportunities to drive the profile of your business
We recognise the importance of the Visitor Economy as a key driver for economic growth, with tourism generating £4.9bn visitor spend across the Liverpool City Region.

We are responsible for delivering an integrated marketing and communications programme to promote Liverpool City Region as a conference and leisure destination on behalf of our Partners.

Figures show the City Region's Visitor Economy is performing strongly, sustaining growth and bucking national trends. The destination now attracts more than 67.3m Visitors annually.

To assist in helping you promote your business to a wider audience, we have prepared a comprehensive portfolio of opportunities.

We trust you will see the value in many of our undertakings and would be delighted to work with you on any of the projects listed.

NB. All opportunities in the brochure are correct at the time of being supplied – however content and price points may be subject to change.

Useful Marketing Liverpool contacts

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About VisitLiverpool.com

The VisitLiverpool website has a consumer-friendly feel, streamlined sitemap, engaging blog and improved content, to ensure maximum SEO potential. This all adds up to an excellent user experience.

In addition, VisitLiverpool.com is completely mobile enabled, so visitors to the site can browse it easily, using a tablet or smartphone. This means visitors can access the site when they’re on the-go in the City Region, right at key decision-making times.

For our partners, there are even more opportunities to increase your profile on the site and ensure visitors see your business when planning a trip to our Region. With full results and statistics provided and tailor-made packages available, there is an opportunity for every business.

With an estimated 2 million web visits, 1.6 million unique visitors and 5 million + page views per year this is your window to the world – use it.

What do our partners think?

“Our partnership with Marketing Liverpool is vital to the success of our work and by working very closely with the team we are able to drive more visitors”

Beatles Story

“We have seen real tangible benefits from this relationship. The professionalism and strong relationship has proven to be a huge success for the Land Rover Experience”

Land Rover Experience
VisitLiverpool.com

When people search for ‘what’s on’, ‘things to do’, ‘accommodation’, ‘food & drink’ and ‘events’ in Liverpool, they are sign-posted to our website. This makes the VisitLiverpool.com website a logical choice for any business associated within this key sector to increase profile.

Domain authority

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Placement</th>
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<tbody>
<tr>
<td>Visiting Liverpool</td>
<td>First results</td>
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<tr>
<td>Attractions in Liverpool</td>
<td>First results</td>
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<tr>
<td>What’s On in Liverpool</td>
<td>First results</td>
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<tr>
<td>Food and Drink in Liverpool</td>
<td>First results</td>
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<tr>
<td>Beatles Liverpool</td>
<td>First results</td>
</tr>
<tr>
<td>Nightlife Liverpool</td>
<td>First results</td>
</tr>
</tbody>
</table>

Remember to…

See VisitLiverpool.com as a hub
Share all your rich content
Distribute the wider visitor information
Adopt our Liverpool hashtags
Be a part of the Liverpool Story
Utilise the VisitLiverpool Blog

What do our partners say?

“We’ve utilised Marketing Liverpool for a range of needs over the last 12 months, especially for focused promotional campaigns. We find them to be very cost-effective whilst offering a genuinely professional service. I recommend their services wholeheartedly.”

Pullman Hotel Liverpool

“I have to say the support from Marketing Liverpool on our new property has been brilliant. Many thanks”

Staycity Aparthotels
Our audiences in numbers

VisitLiverpool, through its differing mediums, reaches local, national and international audiences. If your business has an interest in the tourism sector, then VisitLiverpool can provide increased exposure to our Region’s visitors.

Leisure Visitors
Liverpool is the 5th most visited city in the UK for international visitors (671,000) and 7th in England for domestic visitors (1.4M)

Business Visitors
Liverpool is the 4th most visited city in the UK for international visits (193,000) and 7th in England for domestic visits (198,000)

Origin of Visitors - Top domestic VL audiences
13% Near markets (Cheshire, Manchester, Lancs)
12% Midlands
12% London/South East
12% Yorkshire
9% South West

Origin of Visitors - International VL audiences
Ireland is our top visitor country of origin
USA & China are the largest long-haul contributions
Norway, Spain & Germany provide the top European destinations
Nordic visitors to the LCR are higher than the UK average

Sources: STEAM 2016, IPS 2016 and GBTS 2015 LCR Survey 2015
Our statistics show that enhanced listings can increase page views by up to 97%.

**VisitLiverpool.com Listing Enhancement**

Your product page listing is your business’s own page on VisitLiverpool.com, positioned within the most relevant section of the website. In addition to your standard listing, you can now opt for to enhance this listing, to really maximise your profile and increase page views.

Included within standard partnership profile...
- Your description
- Up to 4 images
- Location map and directions
- Venue facilities
- Web and email link
- Third-party accommodation platforms displayed

The listing enhancement option then increases your profile exposure further by providing consumers with richer content. This includes...

- Appearing **above** standard listings in search results
- The ability to show up to **10 images** to showcase your product fully
- Your **Facebook** and **Twitter feeds** embedded within your page. Ensuring content appears fresh and up-to-date
- The provision to add your **YouTube videos** to up dwell time

**VisitLiverpool.com listing enhancement**
£500+VAT per 12 months
(partners only)
VisitLiverpool.com
Homepage profile

Premium positioning on VisitLiverpool for maximum exposure.

Be featured within our homepage ‘highlights’ section on the homepage of VisitLiverpool. Ensuring maximum exposure of your product, with high-impact visibility, through prime positioning to consumers.

Images in this prime position cannot be converted adverts, but rather quality visuals.

Ideal profiling if appeals to a you are organising a quality event that varied audience. Placement here will ensure your event or activity is noticed and receives the attention it deserves, positioned alongside other high-profile happenings in the region.

Example stats: in one month an event experienced a 500% increase in page views.

Most popular pages on VisitLiverpool.com

- Homepage
- What’s On
- Thing’s to Do
- Shopping
- Accommodation
- Food & Drink

Digital

Homepage Highlight

£550+VAT per month

Homepage Highlights

Availability on request
Prices from £1500+VAT
VisitLiverpool.com

Section opportunities

Sub-section page profiling on VisitLiverpool.com gives the opportunity for venues and attractions to specifically target elements of the website to give a focused impact.

Sub-sections for profile include, What’s On, Accommodation, Things to Do, Food & Drink, Explore the City and Plan your Visit.

MegaNav image (drop-down menu placement)
Your product will be proactively profiled in a carousel of 3 images prior to the consumer proceeding through to their section of choice. Statistics on average show a 200% increase in page views and a similar increase in website referrals.

Section hero image carousel
This provides quality exposure and key positioning on a specific section of the site. The large hero image within the page draws consumers attention and increases your page views and links. Images should be striking and hi-resolution.

Section Highlights
Situated just below the hero imagery and copy, this is an affordable way to feature your product.

Section MegaNav image or Section hero image
£275+VAT per month

Section highlights
£175+VAT per month

Digital
VisitLiverpool.com
Social media profiling

VisitLiverpool is active in producing and sharing content through our main social media channels.

Our channels have a large national & international collective audience of over 100,000. Let us craft content around your product, suitable for each channel & promote this to an agreed audience based on age, sex, location & interests.

Benefits
• Promoted content under our official VisitLiverpool brand
• Promoted content to tailored audiences
• Promotion of your VisitLiverpool product page
• Increased exposure to audiences unable to reach via own accounts
• Increased product views

Profile Booster (sent on agreed date)
1 boosted Facebook post to a specific audience
1 promoted tweet to a specific audience

Three month Series (sent over agreed period)
1 boosted Facebook post per month to a specific audience
1 promoted tweet per month to specific audience
1 detailed report every 3 months

1 month lead-time is required for scheduling purposes

Profile Booster
£325+VAT

Three Month Series
£900+VAT
Create your own venue video with VisitLiverpool.com

Would you like to have your own video, to utilise within your own media channels, but see it as a daunting task? Then let VisitLiverpool ease the burden with this low cost, high quality option.

The end-result would deliver for you a 1 to 1½ minute boutique HD video specifically for your business that you can utilise as you wish.

Filming would be completed over ½ a day by an experienced videographer and would include up to two interviews as well as cut-away and beauty shots. Editing would then see any logos, graphics or title overlaid to create your professional video.

Ideal for a short video or bespoke promotion.

Your package would include:
• ½ day filming at 1 location
• Up to 2 interviews with members of staff/ clients. (Interviewees arranged prior the shoot)
• Cutaways/ beauty shots.
• 1 day editing:
  • A full 720P edit, including graphics and titles

You would get one set of amends before your HD YouTube file is mastered. Any music for the videos would be copyright free so that you are able to use content for commercial purposes.

What do our partners think?

“Efficient, professional service with a video production that met our brief perfectly.”
Beattes Story

“I absolutely love it! Thank you so much for your help with this.”
Pullman Hotel Liverpool

“An excellent product, quality results and professionally delivered. Hugely impressed...”
Caro Living

Video Creation
£750+VAT

Additional bespoke options are available on request
Your 3D Virtual Reality Tour

Allow your potential clients to truly experience your venue in immersive Virtual Reality with a 3D Virtual Tour.

Using the very latest technology, our 3D Virtual Tours are highly interactive and customisable, providing the very best way of showcasing your space online.

Allow customers to walk around your event space and see the options available for their event by changing the room layout with the touch of a button.

Viewable on PC, laptop, mobile device or VR headset, our tours offer an experience which is proven to generate more business and improve your SEO.

Package includes:

- 3D Virtual Tour of your Venue – upto 7000sq ft
- Embed code for your website, or files for you to host the Virtual Tour yourself.
- 10 Information Tags – (embed text, pdf, video, audio or links to external sites within the tour)
- Flythrough Video (great for social media – a 30 second virtual flythrough video of your tour)
- Your tour can be added to Google Street View and your Google My Business page)
- 2D Floorplan
- Obj file (to import the tour into Sketchup / Autocad etc available on request)

An interesting survey by hotel chain Best Western, showed that hotels containing a virtual tour generate 48% more bookings than those without.

Package Cost
£895+VAT

Additional bespoke options are available on request.
Aerial Drone Photography & Video

Aerial Drone photography & video has made previously impossible imagery, and vantage points, accessible and provides the opportunity to capture incredibly high quality professional images to fulfil a wide range of requirements.

Whether it’s to create the wow factor to showcase the location of your venue, scale of your event, or even to create a panoramic map of your site (with embedded information links), we can provide everything you need.

Aerial footage is also a great way to give your social media a boost. Give your followers something to really grab their attention and increase likes, shares and comments.

Base package includes:
• Pre-discussion as to your requirements
• 1-day drone hire with a qualified operator
• Provides a 2-minute video and 20 edited HD images (with a first-draft edit)
• Your logo/branding can be inserted into the video

All drone pilots are CAA registered and PfCO holders, with full insurance. Also, a full risk assessment is carried out prior to every shoot.

Panoramic Map bolt-on option also available

In addition to the standard package, we create a basic panoramic map of your site with 10 marker tags for client navigation

Base Package Cost
£800+VAT

Base Package plus panoramic map
£1100+VAT
**Consumer e-communications**

Our monthly consumer e-blast is the principal method of communicating to our worldwide database of consumers.

The database consists of consumers who have pro-actively opted in to receive our e-blast.

The purpose of our consumer e-blast is to:
- Profile our world class events and attractions
- Profile our hotels, restaurants and bars
- Encourage city breaks in the City Region
- Regularly keep in touch with customers

Low cost ‘Feature’ and exclusive ‘Solus’ opportunities are available to partners wishing to raise their profile within the marketplace.

**Feature**
Our monthly e-blasts have a theme and six to eight ‘feature’ opportunities, each consisting of a main image & 30 words.

**Solus**
Gives the opportunity for exclusive messaging with a 30 word intro, 150 words of body copy and a main hero image. It’s an ideal way to promote/announce something special or build your profile within this field.

As these opportunities are limited, they will be allocated on a first come, first served basis.

<table>
<thead>
<tr>
<th>Feature(s)</th>
<th>Solus</th>
</tr>
</thead>
<tbody>
<tr>
<td>£275+VAT (partner rate)</td>
<td>£325+VAT (non-partner rate)</td>
</tr>
<tr>
<td>£325+VAT (non-partner rate)</td>
<td>£1000+VAT (partner rate)</td>
</tr>
<tr>
<td>£1200+VAT (non-partner rate)</td>
<td></td>
</tr>
</tbody>
</table>

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**Consumer e-newsletter ‘feature’**

- £275+VAT (partner rate)
- £325+VAT (non-partner rate)

**Solus e-newsletter**

- £1000+VAT (partner rate)
- £1200+VAT (non-partner rate)
Seasonal Visitor Guide

The Seasonal Visitor Guide is the official free tourism guide to the destination and the primary resource for visitors.

This is a great way to proactively keep your venue, attraction or product in the spotlight, in order to help inform where visitors should spend their time whilst in our City Region.

Who reads it?
It has a local, national and international audience and is aimed towards visitors to the City Region looking for places to visit, eat and sleep.

Who should advertise in it?
Accommodation providers, restaurants, bars, attractions or events wanting to promote themselves to the existing, and potential, visiting audiences.

Guide information
- Full colour, A5 publication
- National and international distribution throughout the season (Summer or Winter) including: Tourist Information Centres, gateway points, key assets and major events throughout the city region
- Print run – c.25,000 per edition
- Downloadable version on VisitLiverpool.com

Seasonal prices per edition
(six month publication)

Guide Sponsor (exclusive)
Front cover branding recognition, back page full page ad, lead on publication launch Solus e-blast
£2300 +VAT (partner rate)
£2900+VAT (non-partner rate)

Full page
£1200 + VAT (partner rate)
£1550+VAT (non-partner rate)

Half page
£800+VAT (partner rate)
£1050+VAT (non-partner rate)
‘Christmas in Liverpool’
Official Christmas Campaign 2020

You have the opportunity to engage with our accessible supporter package, to see your business incorporated into the city’s seasonal Christmas campaign.

What is the Christmas in Liverpool Campaign?
Marketing Liverpool together with key city partners will create an over-arching city brand and creative this coming festive period, fashioning a compelling message to entice visitors to Liverpool this Christmas.

The overarching campaign activity will incorporate elements such as regional promotions, media, transport carrier channels, City dressing and poster sites, all supported by a comprehensive PR plan, with a view to sending traffic towards the city’s official destination website www.visitliverpool.com

‘Christmas in Liverpool’ profile package
• Highlighted in relevant section of Christmas in Liverpool (on VisitLiverpool.com)
• Included in a VisitLiverpool newsletter over the Christmas period (30-words and image)
• Featured in a festive blog

Social Media Bolt-on
• Given a promoted post via VisitLiverpool’s Facebook channel

Profile Package
£500+VAT

Social Media Bolt-on (additional)
£200+VAT (total £700+VAT)
Liverpool City Region
Event Planners Guide 2021/22

The annual Liverpool City Region Event Planners Guide is the official destination venue catalogue for the meeting, incentive, conference and event markets.

This A4 publication, provides conference and event organisers with a comprehensive guide, profiling our unique range of world class venues, accommodation providers and suppliers.

Double, full and half page listings are available across 5 targeted sections which include; venues, accommodation, suppliers, downtime and travel.

Directory information
• High quality, perfect bound printed brochure with a minimum of a 2,000 print run
• National and international distribution to conference organisers and venue buyers at key exhibitions and sales events
• Available to download from the LCB website
• Targeted distribution plan

For those wanting additional exposure, there is also the opportunity to become either the ‘primary publication sponsor’ or ‘section sponsor.’ For more information please make contact.

Section Sponsor
£3200+VAT (partner rate)
£3850+VAT (non-partner rate)

Double Page Spread
£2700+VAT (partner rate)
£3300+VAT (non-partner rate)

Full Page
£1575+VAT (partner rate)
£1900+VAT (non-partner rate)

Half Page
£995+VAT (partner rate)
£1200+VAT (non-partner rate)
The Meetings Show UK
Olympia, London 2020

The Industry's premier international event for the UK inbound and outbound meetings and event industry. The Show...where meetings count.

The outbound meetings industry, organised Meetings Show is a major event for the UK inbound and by meeting professionals for meeting professionals. The exhibition it is focused around a large exhibition, networking opportunities and professional education. Visitors to the show include event management companies, PAs, EAs, agencies, corporates, associations, charities, not-for-profits, government departments and many more.

The Hosted Buyer Programme – the largest in the UK – will attract individually qualified senior buyers from far and wide and will feature destinations from over 50 countries across 6 continents and include venues, hotels and key providers of meetings, products and services.

Over just three days you can meet over 750 hosted buyers through the proven one to one appointment system. Plus access to thousands more trade visitors, industry leading education and networking events; all of which will provide you with a quality ROI potential.

Benefits
• Meet face-to-face with over 2,300 key buyers
• Get in front of the competition and meet with premium-level pre-qualified buyers
• Pre-schedule appointments with hosted buyers

Premium Partner
£9500+VAT (only 1 place available)

• 2 members of staff from your company at the show each day
• Priority logo positioning within stand design
• Recognition as the premium partner in pre-show marketing and social media activity
• Multiple online diaries for hosted buyer appointments
• First refusal on other on stand sponsorship opportunities e.g.. Drinks receptions
• Enhanced listing in the promotional flyer for on stand partners

Stand Partner
£3950+VAT (limited places available)

• 1 member of staff from your company at the show each day
• Logo positioned within stand design alongside other stand partners
• Pre-show marketing and social media activity by LCB
• 1 online diary for hosted buyer appointments
• Listing in the promotional flyer for on-stand partners
Travel Trade
Digital Marketing

The Travel Trade sector is fast becoming more and more prevalent in the City’s business mix – but how do you communicate with this audience in a targeted and focused manner?

Our quarterly e-newsletter, ‘Travel Talk’, gives you the platform to engage with this key market. Maybe you’re looking to announce a new exhibition, event or concept? ‘Trade Talk’ provides the ‘shop-window’ for you to highlight your product to a trade audience.

Travel Talk e-newsletter
Trade Talk is Liverpool City Region’s quarterly travel trade e-newsletter, distributed to national and international industry contacts. There are four story features available per edition, or the option to purchase a Solus e-blast focused solely on your business.

Trade Talk is released: February, May, August and November

Requirements
Word count
Feature: 50 words
Solus: 100 words plus subtitle
Email subject line: 10 words

Trade Talk

Titanic Hotel
Located on the stunning Liverpool waterfront, The Titanic Hotel is part of the Stanley Dock redevelopment Complex and houses 597 rich, airy spacious rooms, a fantastic restaurant, bar and grill and banqueting space to suit all dining needs. The hotel is in a close proximity to the city centre’s main attractions such as Tate Liverpool, The Beatles Story, Liverpool ONE, Liverpool Echo Arena and many more.

Mersey Ferries
A feature in last year’s Group Travel Awards and extremely popular with groups, this 6 hour cruise includes live commentary. Departing from Liverpool or St. Mary Quays, 2016 and 2017 dates are now available. Cruises operate from April through until October. For more Mersey Ferry Group information click here.

Trade Talk

Feature e-newsletter
£250+VAT per month (partner rate)
£300+VAT per month (non-partner)

Solus e-newsletter
£500+VAT per month (partner rate)
£625+VAT per month (non-partner)
British Tourism & Travel Show
NEC, Birmingham
March 2021

The event is the UK's largest travel trade exhibition, showcasing Britain and Ireland's tourism offer to a trade only audience, of around 3,000 visitors, including group travel organisers, trade buyers and coach & tour operators. Ideal if you are looking to target national group travel markets.

The show will also feature a free seminar programme and engaging line-up, with more than 20 leading industry speakers discussing key issues, opportunities and hot topics.

Stand Partner Package
- A member of staff on stand each day
- Copy of all contacts made with VisitLiverpool
- Inclusion in pre & post event PR and marketing
- Brochure distribution on stand

Drinks reception Sponsor
- On-stand sponsor recognition on your day
- Inclusion in pre & post event PR and marketing
- Brochure distribution on stand

Brochure Distribution
Can’t make it to the exhibition? Then let us take your promotional literature with us. This will be displayed and available on-stand throughout the event.

Full Stand Partner Package
£1595+VAT (partner rate)
£1900+VAT (non-partner rate)

Drinks reception Sponsor
£695+VAT

Exhibition Brochure Distribution
£300+VAT (partner rate)
£375+VAT (non-partner rate)
Official Liverpool
Travel Trade Guide 2021

VisitLiverpool’s most recent edition to the publication portfolio, acting as our primary resource for groups visiting the region.

The Travel Trade Guide is a free publication for operators and groups planning trips to the region. Perfect for those businesses looking to gain profile amongst this audience.

The guide consists of:

• Full Colour A4 publication to showcase the destinations tourism offer
• National and International distribution throughout the year including travel information, welcome schemes, itineraries and key assets throughout the city region.
• Publication date: March 2020
• Downloadable version available on visitliverpool.com (150,000 unique visitors per month)
• Print run 4,000

Guide Sponsor (Exclusive)

• Your brand/logo on front cover
• Full page ad on the outside back cover
• Lead copy and image within guide
• Lead copy and image within promotional global e-blast
• Inclusion within itinerary section

Full Page
£1,550+VAT (partner rate)
£1,850+VAT (non-partner rate)

Guide Sponsor (Exclusive)
£2,300+VAT (partner rate)
£2,700+VAT (non-partner rate)
‘Simply Liverpool’
Travel Trade Supplement
September 2020

VisitLiverpool will once again provide partners the opportunity to engage with a bespoke domestic travel trade supplement for release in Autumn 2020.

We are again working closely with colleagues at Diversified Communications UK who organise the British Tourism & Travel Show (BTTS), to further boost awareness of the destination to the key Travel Trade market.

The supplement provides partners the platform to promote product to domestic tour operators and GTOs, who are considering utilising the Liverpool City Region for future visits.

This collaborative approach showcases the breadth of offer the region possesses and delivers a compelling case to the Travel Trade.

Supplement distribution
• E-comms to over 7,000 Travel Trade contacts
• Print distribution to 1,600 coach tour operator proprietors (via Route-One magazine)
• Hosting of the publication on BTTS website

Partner package
• ¼ page advert within the Liverpool City Region special destination feature
• 200 Words of editorial and a colour image, for consideration within the feature

Simply Liverpool Partner
£875+VAT (partner rate)
International exposure at key exhibitions and events

In 2020, VisitLiverpool will be active in a variety of global territories, attending exhibitions, meetings and events. This is your opportunity to guarantee exposure to the world’s top tour operators and group travel organisers.

Limited packages are available for specific events and exhibitions, covering North America, Asia and Europe.

Individual packages will include:

- Guaranteed profile within all pre-assigned sales appointments with key decision-makers
- Your chosen images will be included within our official destination sales presentation
- Your digital sales document, press release and image file will be loaded on our USB flash-drive (given out as a take-away at all meetings)
- Post event, your business will be pro-actively included within our follow up communications to all new leads
- Opportunity to supply a promotional item for all meetings (subject to agreement and requirement)

Individual Event Package Cost

£550+VAT

Please advise which specific event you may be interested in
Love Liverpool Workshop

What is Love Liverpool?

• A half day highly interactive workshop that will enable all visitor facing staff to successfully answer the many questions that visitors may ask about Liverpool.
• Giving confidence to professionally and confidently promote Liverpool and city region in a positive and pro-active way.
• Love Liverpool has been commissioned by Marketing Liverpool in line with their vision for the Liverpool City Region.

Why attend Love Liverpool?

• Improve and enhance Liverpool knowledge and ‘must know’ information.
• Improve positive visitor interaction.
• Improve and ensure continuing destination awareness.
• Improve and enhance customer service skills thus ensuring repeat visitors.

Where and when can I attend Love Liverpool?

• Half-day workshop – 3 ½ hour session – am or pm.
• Workshops are held throughout the year at varied Liverpool venues.
• Marketing Liverpool partners will be emailed details of up and coming dates.
• Fully comprehensive workbook/pack and relevant Visitor information is included.
• Certificate on successful completion of the workshop.

In-house ‘Love Liverpool’ workshops available on request

For more information contact:
Love Liverpool Workshop facilitator
Katy Moussaada
T: 07973 905 173
E: enquires@tourismtraining.co.uk
www.tourismtraining.co.uk

“Absolutely amazing! Our crew learnt so much, would highly recommend – Katy was fantastic!”
British Music Experience

Workshop fee
£45+VAT for Marketing Liverpool Partners
£65+VAT for Non-Partners
Industry

Marketing Liverpool partners event sponsor

This is your opportunity to guarantee exposure for your company and engage with our quarterly partners’ events.

This is the ideal environment for your sales team to meet industry decision makers and develop new relationships, by networking within the diverse audience.

Our seasonal events take place at least 4 times a year, and have differing themes and content.

Event Audience
Partners of Visit Liverpool and Liverpool Convention Bureau, key stakeholders, local authorities and other businesses associated with the Visitor Economy

Your individual package
This will include...

- Branding on relevant correspondence as a sponsor
- Acknowledgement and link on event webpage
- Pop-up display and brochure distribution at the event
- Up to 4 attendees from your own business to network at the event
- 30-word feature in ‘Marketing Liverpool’ e-newsletter

“Sponsoring the partners meeting was an excellent way to profile our brand, whilst making new contacts at the same time”

Quest Liverpool

Package Cost
£500+VAT
Promote and Sell Your Tickets through VisitLiverpool.com

VisitLiverpool in conjunction with TicketQuarter & WebTicketManager provide partners with extra platforms to selling your tickets online on our website.

The ‘Buy Tickets’ page, which is directly accessible from the VisitLiverpool.com homepage, is also profiled through our e-marketing channels and is a perfect platform in which to best display your product to a wide audience.

As VisitLiverpool.com is ranked #1 on Google for a huge variety of different keywords & phrases, including, ‘Things to do in Liverpool’, ‘What to do in Liverpool’, ‘Events Liverpool’ and ‘Liverpool tourist attractions’, this feature then can open up a new revenue channel for you, or boost sales.

Whether our regional visitors are taking a short break, or coming over for just the day, planning ahead, our ticketing option allows for them to peruse the wide selection of options available and then purchase in the confidence they are being provided via VisitLiverpool.

For more information about selling tickets on VisitLiverpool, do not hesitate to make contact with Jess in our digital team and you can be up and selling very shortly. jcavendish@marketingliverpool.co.uk
Hopefully we have clearly outlined as to how Marketing Liverpool could help to drive the profile of your organisation. As a result we hope you see the value in engaging.

I would like to confirm the following activity...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Please complete all sections below clearly in block capitals. Your invoice will be generated via Liverpool City Council.

<table>
<thead>
<tr>
<th>Company name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name &amp; job title</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>PO Number (Please state if not confirmed)</td>
<td></td>
</tr>
<tr>
<td>Your Finance Email</td>
<td></td>
</tr>
<tr>
<td>Full address and telephone number (to receive invoice)</td>
<td></td>
</tr>
<tr>
<td>Sign and Date</td>
<td></td>
</tr>
</tbody>
</table>

I confirm that I agree to the terms and conditions as utilised by Marketing Liverpool and are therefore held subject to. Should you wish for our terms and conditions in full then please request.