

## **PR Plan for The Dallas Event Center** Created and Presented by Sara Hamler-Dupras

**Goal:** To increase the number of events booked at The Dallas Event Center.

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### **Target Audience #1: Bridal Organizations**

This audience is to increase awareness of The Dallas Event Center to achieve more weddings held in this venue.

**Objective:** To gain bridal organizations awareness of The Dallas Event Center (the DEC) by reaching out to them through e-mail and social media.

#### **Strategies:**

- Create and upkeep Twitter and Facebook accounts and “like” and “follow” organizations in the bridal industry from Portland to Eugene on Facebook and Twitter (these terms basically mean the DEC is socially networked to organizations). This will draw attention to the DEC’s social media accounts and website from both organization employees and viewers on the organizations’ social media accounts.
- Partner with bridal organizations (photography, florists, event and bridal planners, etc) to directing clientele to the DEC and vice versa.

#### **Tactics:**

- Update the Twitter and Facebook accounts weekly with interesting info/info applicable to the DEC and its audiences.
- Reach out to notable bridal organizations from Portland down to Eugene. Partnering proposals include both the DEC and each partnering organization adding links to their websites and exchanging marketing materials.

**Evaluation:** This objective will be evaluated by the number of Twitter “followers” and Facebook “likes” on the DEC social media accounts after bridal organizations contacted and by the number of organizations that want to partner with the DEC in the website link exchange. It will also be evaluated by the number of organizations that want to partner with the DEC.

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### **Target Audience #2: Leadership Instructors at Local High Schools**

This audience is to increase the number of proms and formal school activities held at the DEC.

**Objective:** To increase awareness and bookings of the DEC at the high school-level.

#### **Strategy:**

- We will accomplish our objective by sending an e-mail to high school instructors who have involvement in student leadership/events.

### **Tactics**

- Photos and information in the e-mail will be specific to this audience and the e-mail will be created through constant contact so photos and details can be included without attaching links; this is to improve the aesthetics/presentation of the information.

**Evaluation:** This objective will be evaluated by response/interest from high school representatives and bookings of events.

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### **Target Audience #3: Business Community**

The DEC is a venue businesses in the community can utilize for seminars, receptions and business luncheons. Increased awareness in this audience will improve the opportunities of booked events.

**Objective:** To increase the number of bookings by businesses.

**Strategies:** We will accomplish this objective by working with the Dallas Chamber of Commerce and by increasing awareness of the DEC in the business community.

### **Tactics:**

- E-mail businesses and rotary clubs in Salem, Dallas and Monmouth/Independence through constant contact focusing on the business atmosphere of the DEC (as opposed to party/wedding).
- Work with the Dallas Chamber of Commerce in marketing the venue.
- Hold an open house event for a few weekends in winter (around Christmas) and in the early summer (open house about every 6 months). These periods were selected because the winter open house encourages holiday bookings, and early summer because brides typically book and plan about a year in advance and summer is the most popular wedding season.

**Evaluation:** This objective will be evaluated by an increased interest from businesses in the community.

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### **Other Tactics:**

- Add a video to the DEC website. Video will be a compilation of events held at the DEC to show its versatility. Example: <http://www.eventsatcopperhill.com/events-copper-hill-video.htm>
- Market venue by attending conventions where target audiences will also be in attendance
- Create a survey to gauge awareness and interest in the DEC. Analyze results to further understand audiences and their comments/opinions regarding the DEC.