



Marketing and communication plan for Bournemouth

Janine Paul

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Essay from the year 2007 in the subject Tourism, grade: 2, Bournemouth University, 35 entries in the bibliography, language: English, abstract: The marketing plan serves Bournemouth to promote its conferences more effectively by maintaining and gaining new business in order to contribute economically to the town and the wider community.

Bournemouth works together with local marketing agencies to develop and implement new programmes that support the primary goal of attracting young delegates in cooperation with Bournemouth University. The early participation in conferences prepares students for their future working life.

Marketing comprises predominantly the establishment of a brand image through advertising to create and strengthen awareness amongst the target group. This happens in the form of articles in magazines, presence on youth and job fairs as well as spots on the radio.

A budget of £ 83.330 will be needed to address the aim.

The personnel of Bournemouth and especially the venues embody the conference culture with the necessary passion and drive for a successful provision of service.

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