

🏆 ADMEI ACHIEVEMENT AWARDS



Best Destination Marketing “The Superbowl of FAMs”

📍 OVERVIEW

In June 2018, Indianapolis was host city to what would later be called “the Greatest Spectacle in our Conference History.” Over an 18-month planning period, Accent Indy, Visit Indy, and our local hospitality community pulled together to deliver an unparalleled experience for the “Super Bowl of FAM trips.” The result? A wildly successful opportunity, resulting in dozens of quality RFPs for the city and 2,500 new advocates for Indianapolis. This program set the precedence when it comes to hosting major industry events!

💬 REQUEST

After being selected as the host destination for this program, our client requested to maximize the major marketing opportunity by delivering unparalleled experiences for over 2,500 meeting professionals. Additionally, we were asked to manage a committee of 60+ industry peers and were hired by the conference host and CVB direct to ensure that attendees would have the creative and seamless guest experience that we are known for at Accent.

✅ RESULT

- ✓ 95% of attendees indicated that they’d recommend Indianapolis for their convention, meeting, or event (2,173 new advocates for our destination!)
- ✓ Our efforts have generated: 5 definite convention bookings, 46 leads in the works, and an economic impact potential of \$46 million
- ✓ Unparalleled Zero-Waste initiative which resulted in over 3,000lbs of waste rescued from two events
- ✓ Indy made the most out of our financial investments
- ✓ Our roundtable ideas have become the new “bar” when it comes to hosting industry events