

Empowering Destinations through Technology

Welcome



Amanda Lee
EMEA Marketing Manager

Empowering Destinations through Technology





SOLVE PROBLEMS

With technological solutions to meet your needs and overcome barriers.



SAVE TIME

By streamlining processes and making data and information easier to process and manage.



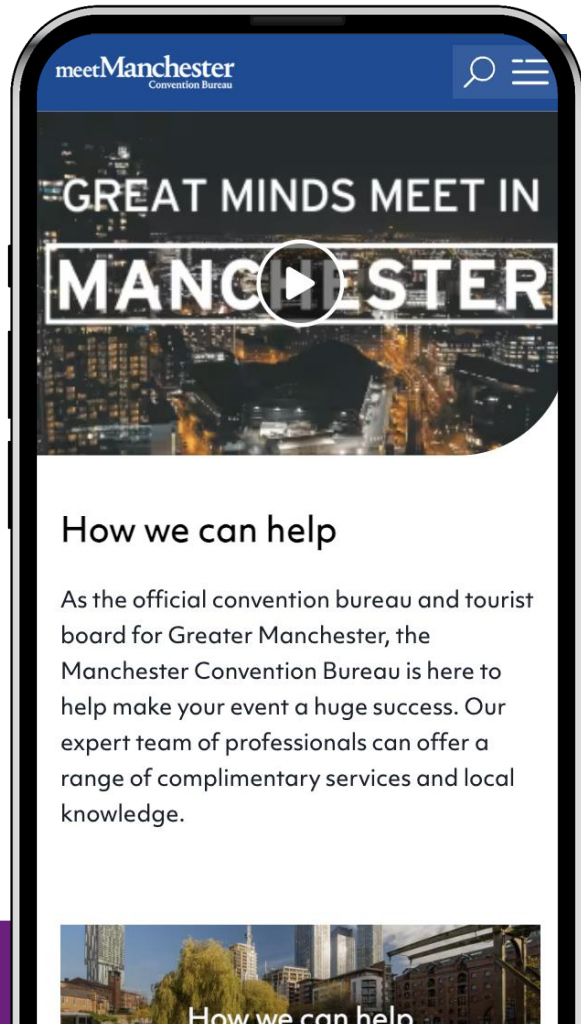
WIN BUSINESS

With innovative and creative uses of technology designed to make the customer journey smoother.

Updating a Platform

A WORLD LEADING DMO WEBSITE:

To create a ground-breaking, exemplar set of websites that provide global impact with innovative, inspirational and cutting-edge digital activity to inspire people to visit Greater Manchester.



meetManchester
Convention Bureau



GREAT MINDS MEET IN
MANCHESTER

How we can help

As the official convention bureau and tourist board for Greater Manchester, the Manchester Convention Bureau is here to help make your event a huge success. Our expert team of professionals can offer a range of complimentary services and local knowledge.



Target Audiences

Visit: Experience Seekers

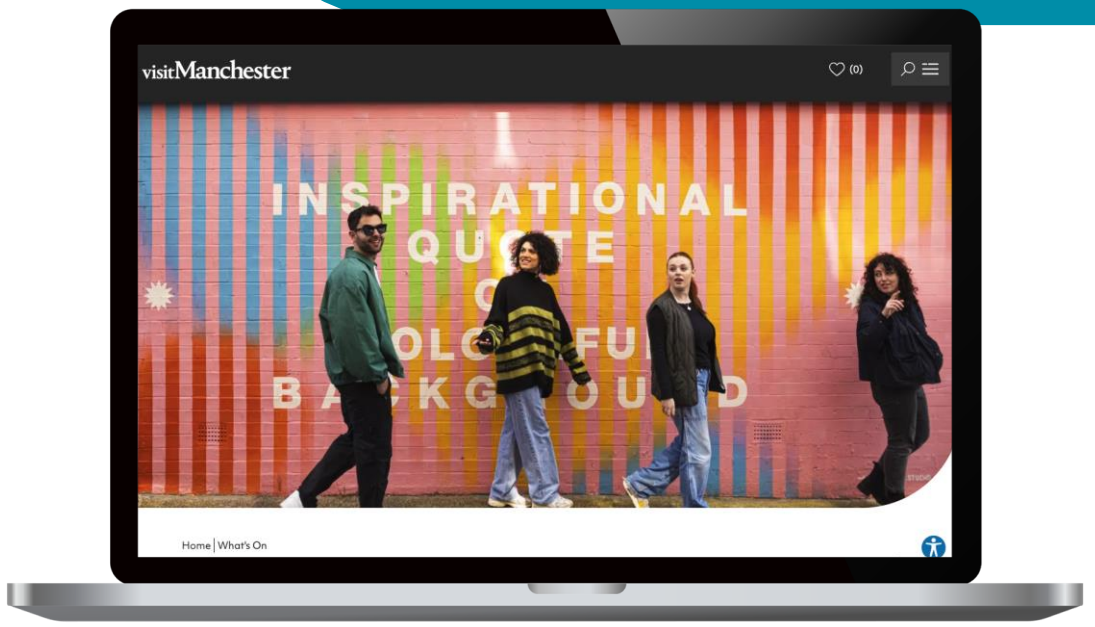
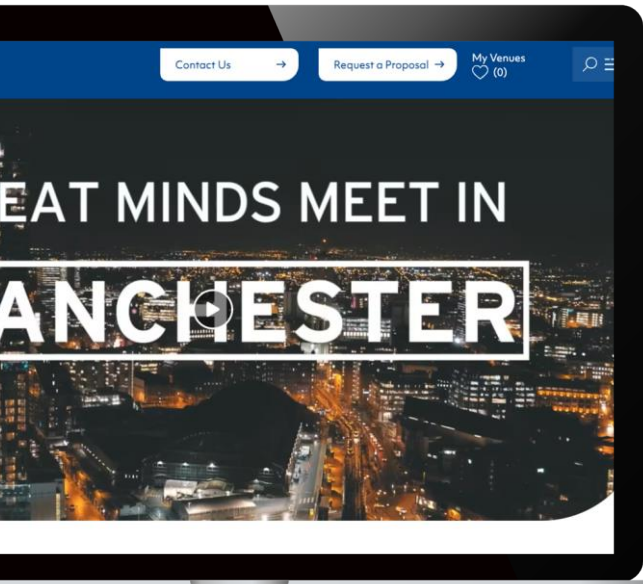
Key markets: UK, EU, USA, India, China, Japan and UAE

Subsectors: Hospitality, culture, heritage, sport, retail and music

Meet: Conference organisers and planners from across global business visits and event sector and sport governing bodies

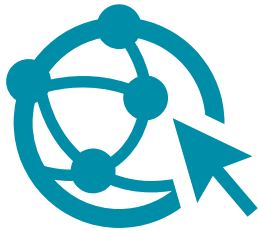
Subsectors: those organising congresses, conferences, smaller meetings, gala dinners, incentives, sport events, city wide events and attendees





Innovation, Energy and Culture

THE SOLUTION



Two brand new sites designed and built with Simpleview CMS and DMS for Visit and Meet



Design and user experience considered throughout design and build.



Infrastructure built to enable excellent SEO

An Improved System

Integrated impact for Destination Queenstown

When its hosting server no longer supported the DMOs outdated database system, Destination Queenstown considered it a welcome opportunity to enhance its overall workflow.

They wanted a solution that would:



Be easy and quick to use



Meet its evolving needs



Enabled data management and insights

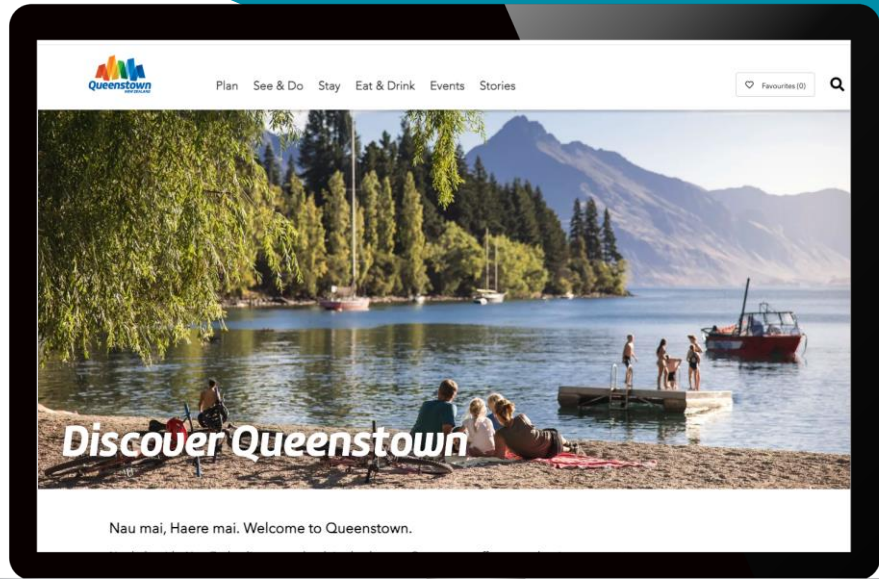
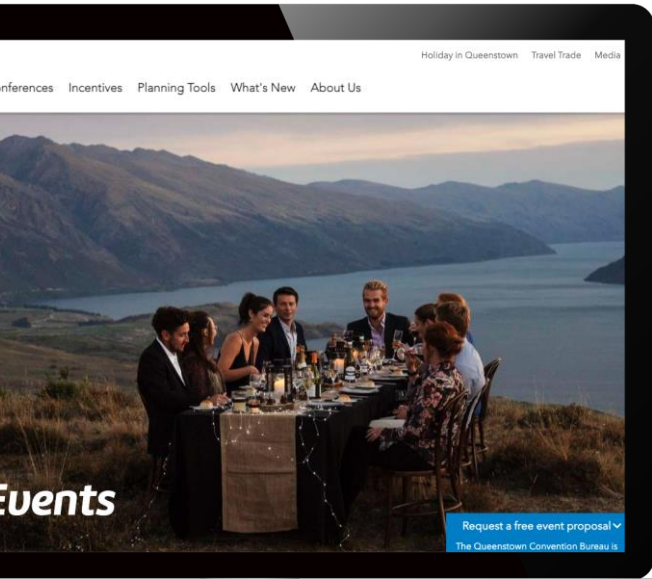


Integrated Solution

Destination Queenstown decided to choose a system designed specifically for DMOs and CVBs.

Simpleview's integrated CRM and CMS work seamlessly together to give DMOs the ability to be more productive and spend more time marketing and selling.

It's now easier to access sales information, follow leads through the platform and run reports





Capturing the vibrant spirit

Designing a 'game-changer' website

It had been five years since Visit Las Vegas redesigned its website, and the old site needed a visual upgrade.

Simpleview's design team led an extensive overhaul for an improved user experience including curated content, integrated social media and a responsive, mobile first design.



Modernise user experience



Focus on content curation and partner referrals



Develop custom solutions to enhance content experience and repurpose most engaging social media assets

An Aesthetic Upgrade

THE SOLUTION



Curated content with
integrated social media



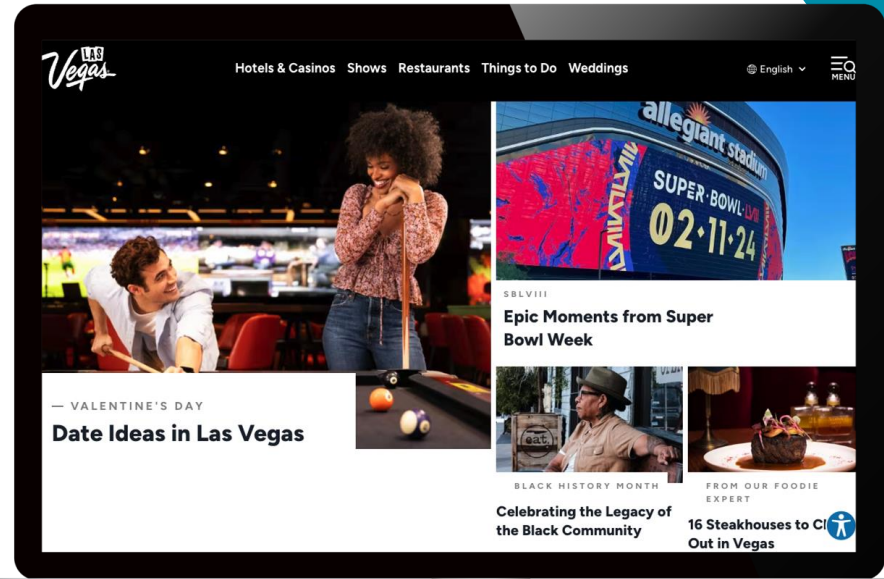
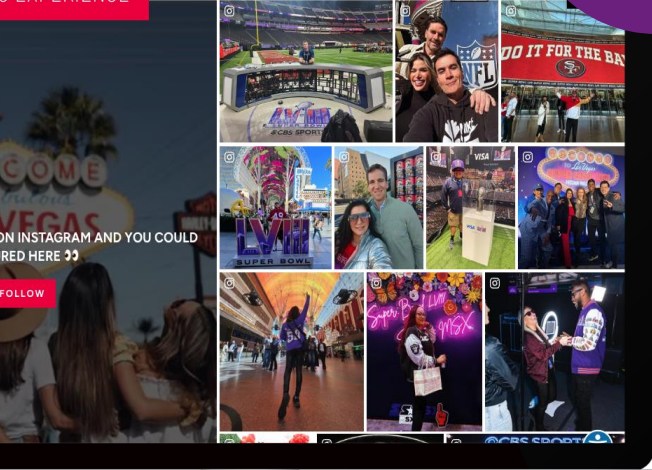
Responsive, mobile-first
design



Aesthetic updates and a
modernised navigation

+151%
in sessions

S EXPERIENCE



Searching for a System

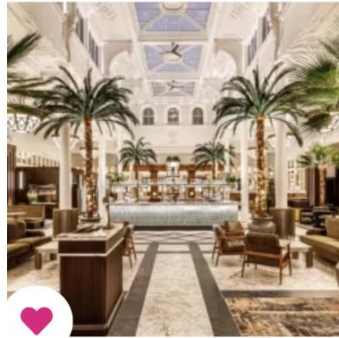
Liverpool Convention Bureau has 500 active members

Focus on smaller events (600pax or less)

Provide accommodation and venue services for ACC Liverpool

Previous system discontinued and moved to an in-house spreadsheet based enquiry log

Popular venues for conferences



Municipal Hotel Liverpool - MGallery

The Municipal Hotel Liverpool MGallery invites all life enjoyers to experience unique stories from...

[More](#)



ACC Live

World-class e Bank Arena, E Liverpool and part...

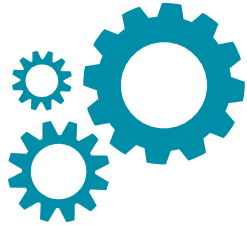
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Local suppliers



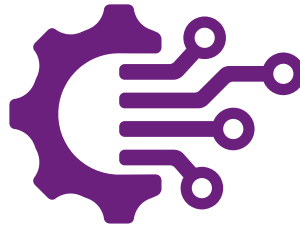


How technology can empower your destination



IMPROVED SYSTEMS

Give opportunities to increase conversions and achieve results



INTEGRATIONS

Allow systems to work together and streamline activities



DATA AND REPORTING

Tools to make it easier to review and report on data

Questions?



Amanda Lee
EMEA Marketing Manager



Thank You