

RE-POSITIONING HAWAII CONVENTION CENTER

When the Hawai'i Convention Center opened, it was often referred to as "a white elephant." It was the mission of TLC PR to turn this image around.

We did so by

- 1) assisting the Center in identifying and agreeing on a certifiable formula to calculate the positive economic impact of a convention;
- 2) relentlessly pitching media on the value of conventions to the state economy;
- 3) educating media on the importance of the Center by arranging meetings with key executives;
- 4) becoming part of the planning team during pre-convention meetings to scout story potential about in-coming groups;
- 5) participating in the PR efforts with convention planners, augmenting their in-house PR and building bigger exposure for their visit to Hawai`i; and shoring up community neighborhood support in one-on-one meetings.



Photo Credit: Hawaii Tourism Authority

One of the most important early initiatives conducted on behalf of the Center was a campaign for the American Dental Association convention—the largest ever to be held in the Center (30,000). TLC PR worked with a broad coalition to provide a flawless experience for the conventioners, including a welcome from Hawai`i businesses and residents that was supported by an intense publicity campaign. The public relations director of the American Dental Association remarked that the publicity far exceeded any they had ever received.

On the national level, TLC PR forged relationships with the major meetings and incentive media outlets and regularly placed meaningful stories about the Hawai'i Convention Center. Our firm developed the key messages employed by the Center in its direct sales efforts, advertising and collateral. We also organized an annual "blitz" to call on meetings media in key markets, resulting in coverage in long-lead publications as well as immediate response in on-line outlets and blogs.

Results: The image of the Hawai'i Convention Center was reversed from "white elephant" to recognition of an institution that is a critical component in the tourism economy. The Center won numerous prestigious awards in the meetings industry, due to our firm's efforts in identifying and pursuing these important verifications of the level of excellence achieved by the Center.

Client Comment: "TLC PR displays an ability to generate a consistent flow of information via the media. Since the time I joined the Center in September 2000, I have seen clear evidence of a solid understanding of community consensus-building as well as public awareness. Furthermore, our clients who bring their meetings and events to the Center, have raved about the support and visibility."

**Joe Davis, General Manager
Hawai'i Convention Center**