

Introduction

When it comes to telling Winnipeg's business events story, we tend to get a bit cheeky. Instead of leaning into regular voice over videos that highlight event spaces, we turn both our business events managers and Winnipeg venues into stars in their own right, making sassy videos that our audience of event planning professionals have come to expect.

And that's what our [Winnipeg+](#) landing page is all about.

By paying homage (and okay, sometime satirizing) popular programs like *House Hunters International*, *Selling Sunset*, History Channel programming and *The Amazing Race*, we are able to showcase our world-class venues while also introducing our sales team to prospective clients — all while keeping them highly entertained in the process. Plus, we admittedly have so much fun while doing it.

Research & rationale

Being a smaller city market, we always need to find a way to stand out that doesn't blow our budget. We also want to ensure we're mirroring Winnipeg itself in our inventive marketing, for this is a city that prides itself on being quirky and can take a joke.

Having discussed this ongoing campaign with event professionals, they've told us that they expect our campaigns, videos and presentations to pop, so we're happy to continue creating content that our main audiences look forward to when we launch.

On top of engaging our clients directly when we present these new "programs" at conferences — which then guarantees an abundance of visits to our booths (because everyone needs to know more about these "shows"), we also are aware that these videos will be shared by both locals and planners across North America who are looking for something zesty.

Determining and measuring success

Ultimately, we'll be measuring the success of the Winnipeg+ campaign via new leads to our business development team and campaign online engagements and landing page views.

As we all know, one of the most important things about sales is getting in front of prospective clients, and by showcasing these "shows" at targeted industry events, we are always able to draw people to our booth.

By turning our business development team into "television stars," we've already put their faces and this city at top of mind during conference season. We also use targeted online campaigns to ensure that these "programs" are viewed by decision makers who are sure to be engaged.

As we like to think, who wouldn't want to come take part in the Winnipeg+ experience? In this,

along with providing shout-outs to prospective conferences throughout our videos, we also often make follow up videos once we land events to increase attendance building. Essentially, when it comes to clients, we literally give them the television star treatment.

Locally, this campaign also ensures we have continuous dollars flowing into our organization from attractions and venues who want to be a part of the campaign. Because really, who wouldn't want to see their location as both the feature and backdrop of a tongue-in-cheek (and yet, very informative) reality tv show?

Innovation & Creativity

As indicated above, we honestly don't know of another DMO who has taken this approach to their business events sector.

While certain tourism bureaus have recently gone viral for amazing campaigns that are both comedic, self-deprecating and impactful, we also know that Winnipeg's use of comedy and saucy narratives to showcase their business events sector is truly innovative.

Having showcased a number of these videos at conferences over the past two years, it's clear from the rousing reception of applause followed by so many new visits to our show booths, that this is the sort of engaging content that meeting planners yearn for.

Long term impact

One of the reasons we chose this "streaming service" medium is because it has legs. Since launching, we've had numerous local venues and attractions approach us to join the campaign, while we are currently sitting on many more "shows" that can be created based upon popular programs on all the streaming services out there.

Trust us, this is only the beginning, and we're looking forward to creating lively content like this for future campaigns.

On top of that, when we do have new business development managers join our team, we now have an easy and super effective way to introduce them to prospective clients while providing a podium for them that you simply can't get with regular website bios, cold calls, etc.

Winnipeg+ makes the city's business events sector star. By creating custom "programs" (which really are faux trailers for a season's worth of reality shows) we are able to combine comedic entertainment with real, useable, and succinct information on our top venues to prospective clients. It's engaging stuff, entertaining stuff, and instead of being a hard sell, it's an entertaining sell, and one that has already landed us so many new leads.