

Themes Identified for 1812 Bicentennial Celebrations

At the conclusion of a June exercise for the 2012 Celebrations Group, we reviewed the input of participants, looking for themes. We found a great many instance when 'marketing and promotion' were identified along with numerous ideas and projects need to do a great job of connecting with public interest in celebrating the Bicentennial of the War of 1812.

We have pulled those from the grand manuscript and set them out here – in no order of priority or importance. We hope, that as visitors to the website review them, they are inspired to offer more ideas; to offer suggestions around the ideas and concepts listed here; to offer to get involved in making some of these ideas come to life.

Remember – this is raw information – it is not refined nor is it reshaped by the facilitator. It is the input of participants from the 2012 Celebrations Group.

Marketing and Promotion Ideal/Structure

- ❑ Leadership/co-ordination
- ❑ Cross border mechanism/group/bi-national leadership model
 - International body with full-time staff on both sides
 - Promotion – partnerships need leverage
- ❑ Corporate sponsors with bi-national connections
 - Kodak, Microsoft, Hydro, GE
 - Develop a plan to present to them
 - Scale of events
 - Co-ordination
 - authentic experience – tourism
 - credibility and authority of representation
- ❑ Sub-committee with specific focus
- ❑ Speakers Bureau
- ❑ Partnerships between 1812 historic sites
- ❑ Tourism readiness
- ❑ Packaging quality tour experience
- ❑ Bi-national Tourism Alliance
- ❑ Existing publications – marketing
- ❑ Slogan for event – emphasize cross border
- ❑ Non-traditional stakeholders/partners
- ❑ Regional/international competition for resources
- ❑ Honorary committee – ambassadorial
- ❑ Communities and individuals must be involved
- ❑ Promotion of events/advance promo
 - Sooner rather than later – 2009
 - Placemats, bank slips
- ❑ CUPE and other union involvement
- ❑ Travel media, articles in a multitude of publications

Marketing and Promotion Ideal/Structure

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- ❑ Chamber of Commerce involvement
- ❑ WHTI/DHS
- ❑ 5-year plan for marketing and promotion committee
- ❑ involve federal governments
- ❑ co-operation as a feature
- ❑ **STRONG BRAND** – note emphasis – sponsors for merchandise
- ❑ Word of mouth marketing
- ❑ Parades, festivals, events prior to 2012 – booths, floats, etc.
- ❑ Paid, dedicated staff working on marketing
- ❑ More than just volunteers
- ❑ Media strategy – external
- ❑ Media focus on people/places
 - TV/print/radio
 - “today in War of 1812”
- ❑ Timing
 - Calendar of events
- ❑ Magazines
- ❑ Commission a piece of art as a promotion
- ❑ Lobby CTC and OTMPC
- ❑ Promotion – the challenge of \$\$
 - Bi-national funding group
 - Create a marketing plan and a historical product
 - Build case to province - Lobbying
 - Awareness of economic benefits of heritage
- ❑ Heritage products
 - Mint – full set of heritage collection coins
 - Post offices – full set of heritage collection stamps
 - Provincially/state sponsored lotto
 - Music contest - \$25000 first prize
 - Theme song for 200th anniversary battle
 - Bi-national scholarships
 - Plants, wines
 - Royal Doulton = character figures
 - Mint a special \$5.00 coin to commemorate the Battle of Lundy’s Lane
 - Red geraniums to commemorate – like the poppy
 - Ribbons, bracelets
 - placemats
 - Flag
- ❑ Billboards – 200 years of peace
- ❑ Driving tour
- ❑ Travel guides
- ❑ Maps of sites, events, logistics to events – comprehensive – on-line maps
- ❑ slogan
- ❑ Partnerships with historic sites
- ❑ Plan federally
- ❑ Border crossing issues
- ❑ Common signage

Themes Identified for 1812 Bicentennial Celebrations

- ❑ Need a strategy and a plan
 - Market to families
- ❑ Buy-in from hospitality industry
 - 16000 hotel rooms in place (built infrastructure)
- ❑ SWOT analysis
- ❑ Use Niagara Falls to promote events
 - With regional DMOs in US and Canada
- ❑ Media, travel industry
 - Communications online
- ❑ City leisure guide(s)
- ❑ Co-ordinate all events
 - Pacing of events
- ❑ Connect with existing festivals – that way 200 years will come up sooner
- ❑ Guidebook
- ❑ Major networks, shows and events in Niagara
 - Documentary – WNED is working on this already
 - Showcase history, heritage, archives, libraries
- ❑ One central resource centre
 - Common ticket sales point
- ❑ Identify existing sources of info