

## Strategy: Visitor Survey (Event & Promotional)

**Person(s) Responsible:** Lisa and committee  
**Target Audience:** Current visitors

**Message(s):** We know Berlin is a great place to live, work and play...why did YOU come here?

Tactic #1: Develop Survey		Budget:	Due By:	Assigned To:	Done Date:
<b>Action #1:</b>	Create, review and evaluate <b>visitor</b> surveys -- goal of survey is to see why people visit Berlin and what would bring them back	N/A		BBA & Lisa	
<b>Action #2:</b>	Draft of survey for review by marketing committee	N/A		Lisa & BBA	
<b>Action #3:</b>	Email survey to both boards board for input (discuss at monthly meeting)	N/A		BBA & Lisa	
<b>Action #4:</b>	Present finalized survey to full board; Review and amend distribution points	N/A		Lisa & ad hoc	
Tactic #2: Administer Survey		Budget:	Due By:	Assigned To:	Done:
<b>Action #1:</b>	Prepare survey for distribution; hard copies and email to existing database & distribute to retailers	---	Two (2) days after the event	Lisa & ad hoc committee	
<b>Action #2:</b>	BID members deliver to distribution points including event polling	---	Seven (7) days after the event	Public Ambassadors/Lisa	
<b>Action #3:</b>	Collect responses via fax, email or pick-up - able to post remarks/comments on website.	---	Ongoing (10 days after event)	Public Ambassadors/Lisa	
<b>Action #4:</b>	All responses to BID office	---	Ongoing (10 days after event)	Public Ambassadors	
Tactic #3: Evaluate Survey		Budget:	Due By:	Assigned To:	Done:
<b>Action #1:</b>	Compile data; discern patterns; formulate conclusions	---	Ongoing (2 weeks after event)	Lisa and ad hoc committee	
<b>Action #2:</b>	Presentation to marketing committee for changes/modifications/suggestions (promotion evaluation)	---	3 weeks after event	Lisa and ad hoc committee	
<b>Action #3:</b>	Presentation to boards	---	at meeting following the event	Lisa and ad hoc committee	
<b>Action #4:</b>					

<b>Tactic #4: Implement Action Plan of Survey</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>	Analyze data and develop a plan to get our message across	---	Ongoing March '08	Lisa & ad hoc committee	
<b>Action #2:</b>	Develop an image campaign to coincide with survey results to specifically target our tourism aspect	---	Ongoing March '08	Lisa & ad hoc committee	
<b>Action #3:</b>					
<b>Action #4:</b>					
<b>Tactic #5:</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>					
<b>Action #2:</b>					
<b>Action #3:</b>					
<b>Action #4:</b>					
<b>Tactic #6:</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>					
<b>Action #2:</b>					
<b>Action #3:</b>					
<b>Action #4:</b>					