

Leveraging the G8 and G20 Marketing Opportunity



PRESENTATION TO THE ECONOMIC DEVELOPMENT COMMITTEE

June 23, 2010



iINVEST
TORONTO



Toronto Convention & Visitors Association

The Opportunity



- Leaders of 42 countries and key international organizations will be in Toronto – Plus the B20 (Business Summit), two youth summits and a women's and a girl's summit
- As a result 3,500 representatives of the world's leading media will be here – most for the first time – many with a business orientation
- Toronto will be on the front page/lead story origin for 3-5 days this week in every country and major city in the world
- We probably have never been the centre of this much global attention
- Good time for our Financial Industry and comparative economic performance to be on display

Objectives and Strategy

- Provide/create opportunities for international media to see, experience and understand all that Toronto offers.
- Focus message on Toronto as a global business centre (eg trusted financial centre), an innovation and cultural hub, diverse and connected – a good place for business investment and a diverse and compassionate city that is a strong and exciting tourism/conference destination.
- Demonstrate the Team Toronto approach to marketing
- Focus on global media (delegates are too difficult to reach and probably have little influence on business location and tourism decisions)
- Stage efforts by pre, during and post Conferences



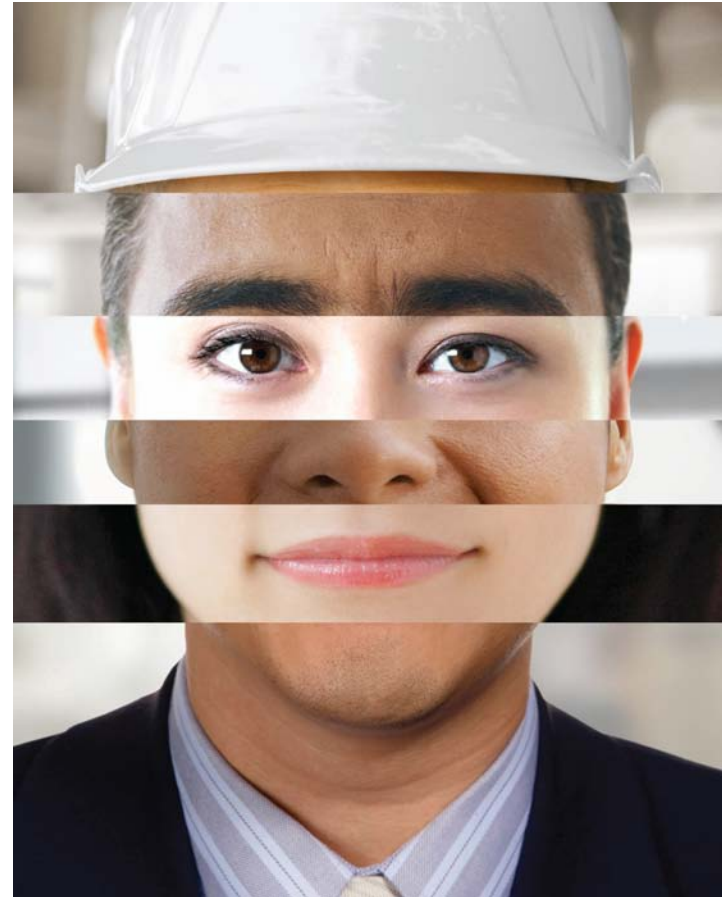
Pre G20 Marketing

- Five Familiarization (Fam) Tours with about 50 media organizations from 20+ countries) held in Toronto and a Washington Press Gallery presentation
- Advertising campaign in major international travel/leisure magazines
 - Airport lounges and in-flight
- B-Roll global Broadcast
 - 10 minutes of hi-res video and still images
 - Videos have ambient sound
 - Overview shots, neighbourhoods, iconic buildings, etc
 - Available by satellite feed as well as on request by internet



This Week - Arriving

- Video at Pearson Airport luggage pick-up and gates
- Highly visible staffed presence in special kiosks at airport terminals to welcome media
- Diversity advertisement campaign will appear in the official G20 publication
- Billboard at Ricoh Coliseum and two on Gardiner Expwy.
- Special hotel concierge support



**WE'VE GOT A NAME FOR ALL
THE TALENTED, EDUCATED PEOPLE
WHO HAVE RECENTLY ARRIVED
FROM AROUND THE GLOBE:**

TORONTONIANS.

Windows of the World

- Special installation of visuals on the doors of the MTCC



4,000 Media Bags

- Given to all media attending G20
- Joint bag with feds and province with feds approving all content.
- Tourism Magazine/Map, TTC passes and brochure
- 5 Toronto postcards with 5 different photos from City photo contest winners and note on how to find the City at the media centre and mail the card.

For more information about Toronto, visit G20TorontoMedia.com.

If you would like to have one of your City of Toronto postcards mailed, please visit a City of Toronto representative at Experience Canada in the Media Centre.



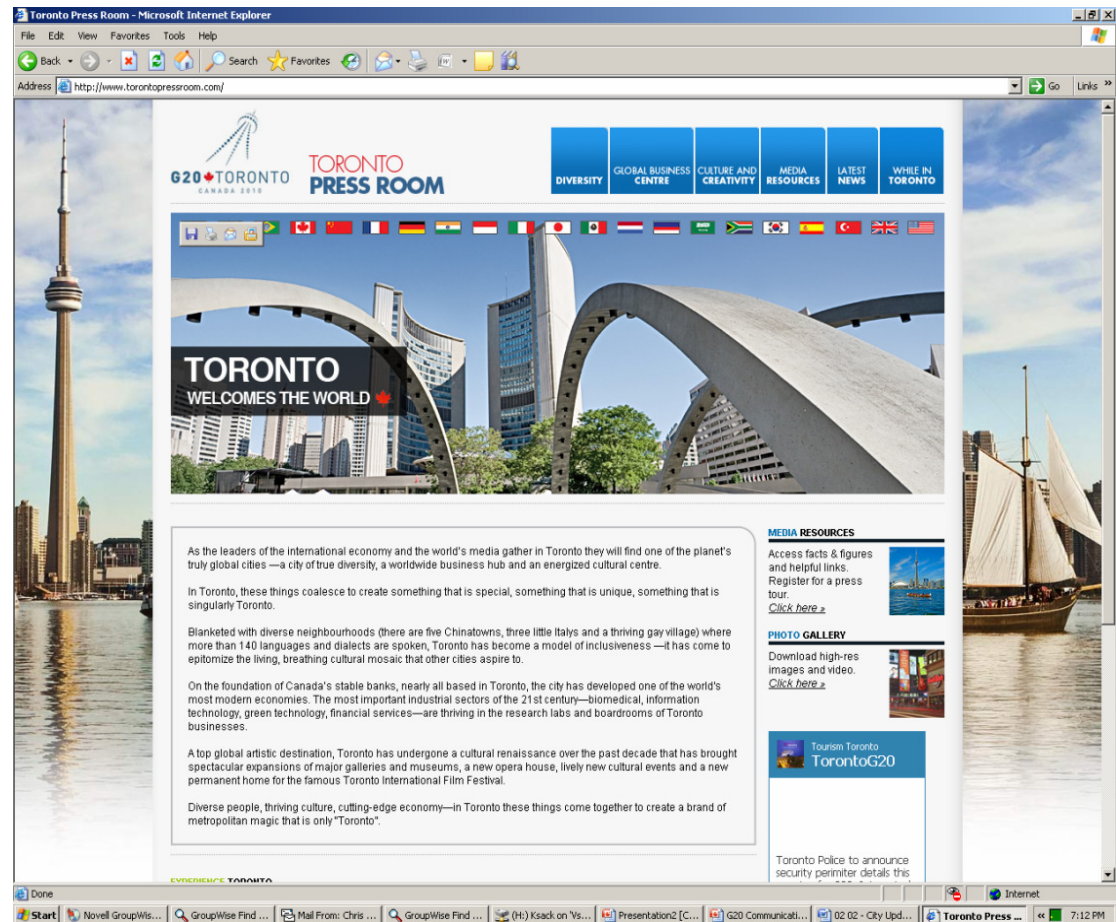
Postage Required

 TORONTO

Yonge-Dundas Square, Toronto, Photo by Joseph Chen, City of Toronto Photo Contest, 2010, toronto.ca
Place Yonge-Bundas, Toronto, Photo by Joseph Chen, Concours de photographie de 2010 de la Ville de Toronto, toronto.ca

(pre during and post) Dedicated media website – www.g20torontomedia.com

- Highlights major themes of media relations objectives
- Portals provide information and contacts
- Themed into Diversity, Global Business Centre, Culture and Creativity
- Investment by Tourism Toronto with content from Tourism, EcDev, Invest and StratComm
- Lives after G20



This Week – Inside Media Centres

Direct Energy Centre



Main media centre plus 'information and hospitality' area

– Experience Canada Pavilion

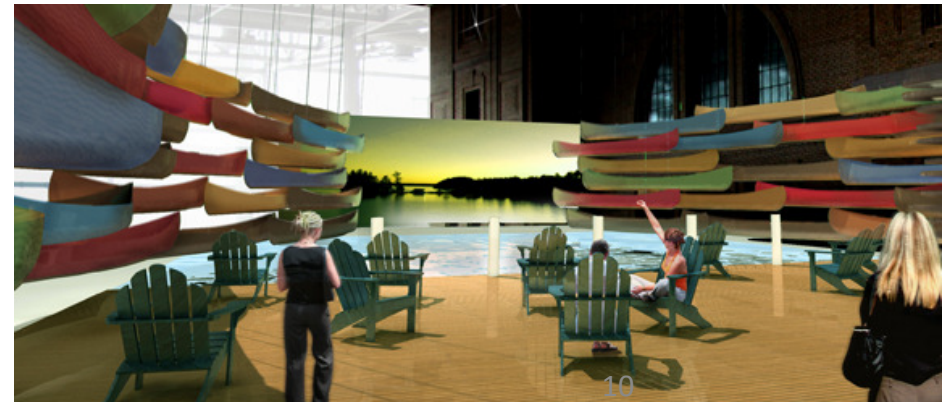
- Info desk in actual Media Centre
- Press conference by Mayor on May 24th

This Week – Inside Media Centres

Direct Energy Centre

Experience Canada

- City is In two components ‘Bridge’ and ‘Cityscape’ (Not Muskoka)
- Tourism concierge service
 - Pre-arranged tours (business & finance, green, neighbourhoods, culture)
 - On request tours and assistance
- City/EcDev/Invest Toronto ‘Information Ambassadors’
 - Promoting Toronto’s strengths
- 24/7 availability



This Week - Experience Canada Cont'd

Two art installations at entrance way

- Tom Bendtsen "Conversations #4"
- Max Streicher "Quadriga II"



This Week - 2nd Media Centre - Allstream Centre

- Accreditation Centre where all media must go to (another first impressions opportunity)
- Special media centre for unaccredited media (bloggers, NGOs).
- City staff will be in the centre with same support capabilities
- 24/7 availability



This Week - Federal/Provincial Liaison

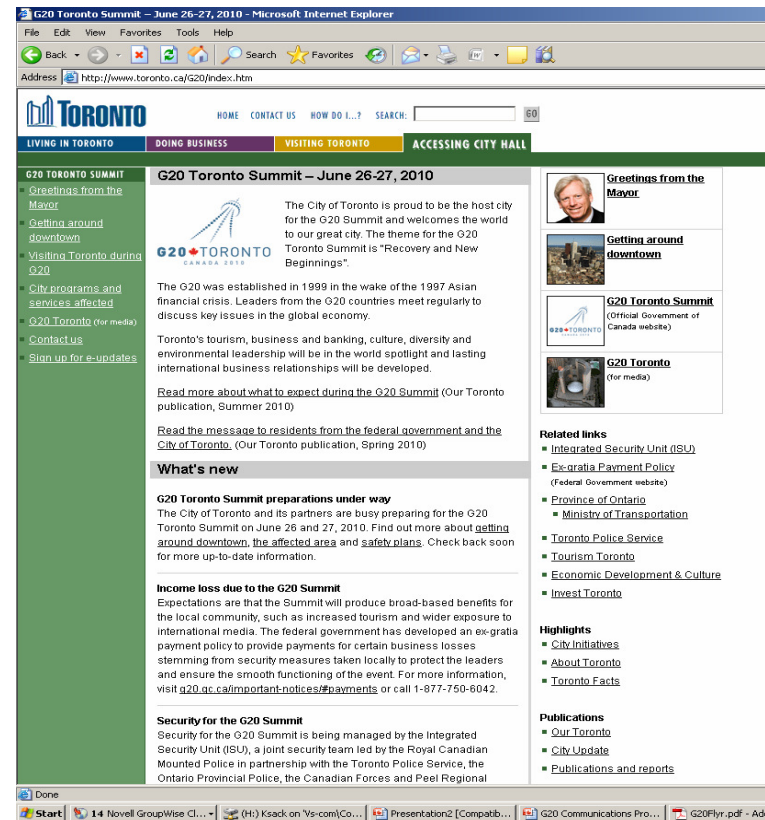
- DFAIT has established large team of Media Liaison Officers and Delegate Liaison Officers
- Team Toronto has provided one hour briefings to both groups
- Linkage with provincial MEDT (participated in their training)
- Message: City story is there to be told. City officials are onsite and available. Contact us.



This Week - Local Communications

(to augment the lead role of the ISU Community Relations Group)

- Unique City of Toronto G20 series of web pages
- City services
- Links to all major sources of information.
- Roll-up of all services completed.



Post G20 - Measurement and Follow-up

- Together with partners measure the extent, nature and value of the increased exposure.
- Follow-up with contacts and leads established to sustain new relationships.

