londonist
DMC

BUSINESS DEVELOPMENT

Meeting Minutes

Attendees: Asim Erturk, Dinara Suleimanova, Adnan Ali

Date and Time: 25 April 2023 12:30

Discussion Topics:

1. Summer Campaign
2. Void Management
3. Summer booking offers.
4. Dedicated team for the new summer campaign.

Decisions/Motions:

1. We will visit language schools and institutions and will distribute maximum leaflets/presentations.
2. We will reconnect all the agencies/institutions/schools we are already in contact with in the last 6 months.
3. We will check for open days and special events and will attend most of them for the maximum exposure.
4. Will explore more marketing channels with marketing team
5. Will introduce new london attraction offers and price discounts.
6. Will introduce a new system in our CRM for managing the voids.
7. Will explore and contact new institutions and schools for summer bookings.
8. Download all leads for summer (not converted ones) and make a call, sms marketing and newsletter.
9. Survey with the link ELT students.