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The past two years have been extremely challenging from a marketing and communications perspective, but the future looks bright. Our goal of attempting to maintain brand awareness, with limited resources, was difficult but executed. Heading towards a brighter future will require resources to maintain brand awareness and market the Centre effectively, as our competitors are all working to build their pipelines as the economy begins to recover. We will continue with our pre-pandemic strategies by highlighting our facility's distinctive features, superb staff, and benefits to our target market segments. We do so while continuing to communicate with existing customers, responding to queries, anticipating/answering their needs, and engaging them for retention purposes. Throughout the year, we will be conscious that our targeted businesses may need to be adjusted to potential new industries as some will recover faster than others. We will continue to be conscious of the current environment and respect all health and safety protocols as well as be mindful of the various levels of comfort by those bringing events to our Centre.