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# Ottawa Convention Centre—Case Study

## Summary

Ottawa Convention Centre sales team used VisionaryFX™ Interactive Floor Plans during its construction to book 100 conventions and 200 additional events – before they opened.

## Introduction

The Ottawa Convention Centre is a government run convention centre. Its charter is to operate, maintain, and manage an international class convention centre facility in the city of Ottawa in a manner that promotes and develops tourism and industry in Ottawa and Ontario.

The former Ottawa Congress Centre was one of the most successful convention centres of its type in Canada. The new Ottawa Convention Centre, built on the site of the old Congress Centre, almost triples its hosting capacity– and

greatly enhances its appeal to national and international convention, meeting, and trade show planners.

The Centre is governed by a board of directors, managed by an expert team of professionals, and operationally driven by inspired colleagues and selected suppliers whose main goal is to create extraordinary events.

## How do you sell air?

Two years ago, Andrew Beattie, Vice-President, Sales and Marketing was faced with a dilemma – how to begin booking events at the new Ottawa Convention Centre two years before it was scheduled to open.

Armed with some architectural drawings he and his sales force began selling. While they experienced some success they found they needed something to help

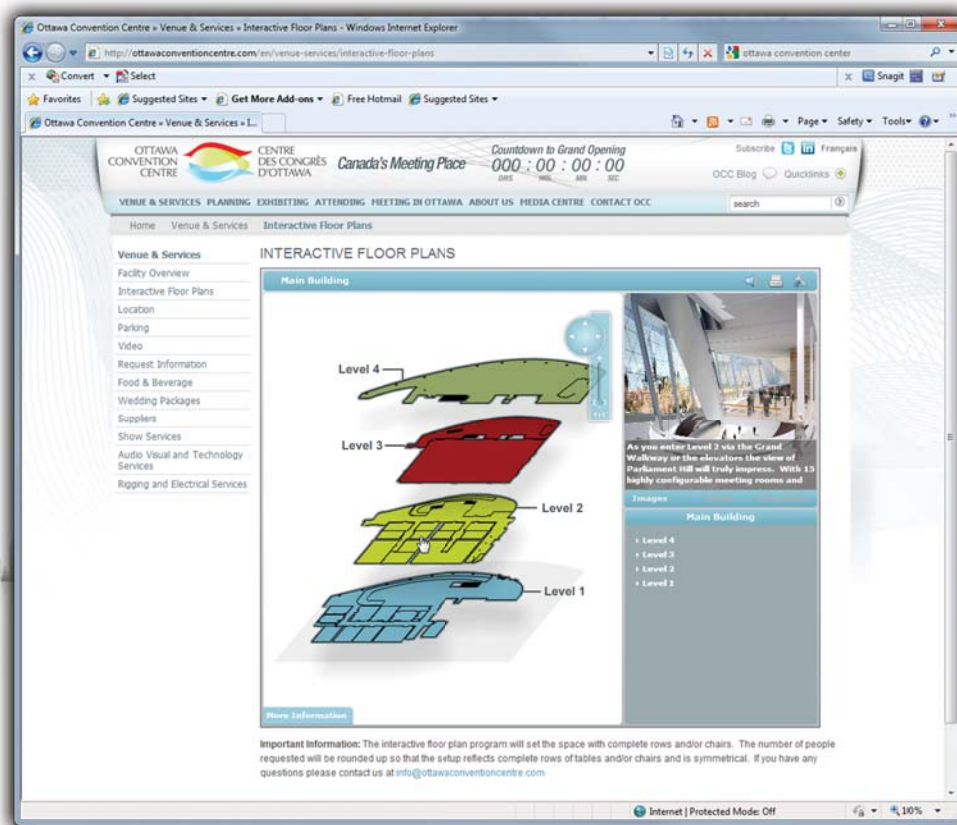
potential customers envision what the completed centre would look like and how their event would fit into projected meeting spaces.

Because Ottawa Convention Centre was a member of PCMA and Andrew was familiar with the organization, he looked there for help.

## Accuracy, Vision, Interaction.

Andrew quickly found what he was looking for – VisionaryFX iPlan Interactive Floor Plans. “We needed something that would give us a tangible element to present for a non-existent site,” said Beattie. “We liked the fact

that the underlying diagrams would be accurate – in this case PCMA Space Verified. If there was a tipping point in VisionaryFX favor – it was the broad acceptance by planners. Part of our plan was to go after US meeting planners – iPlan helped us do this.”



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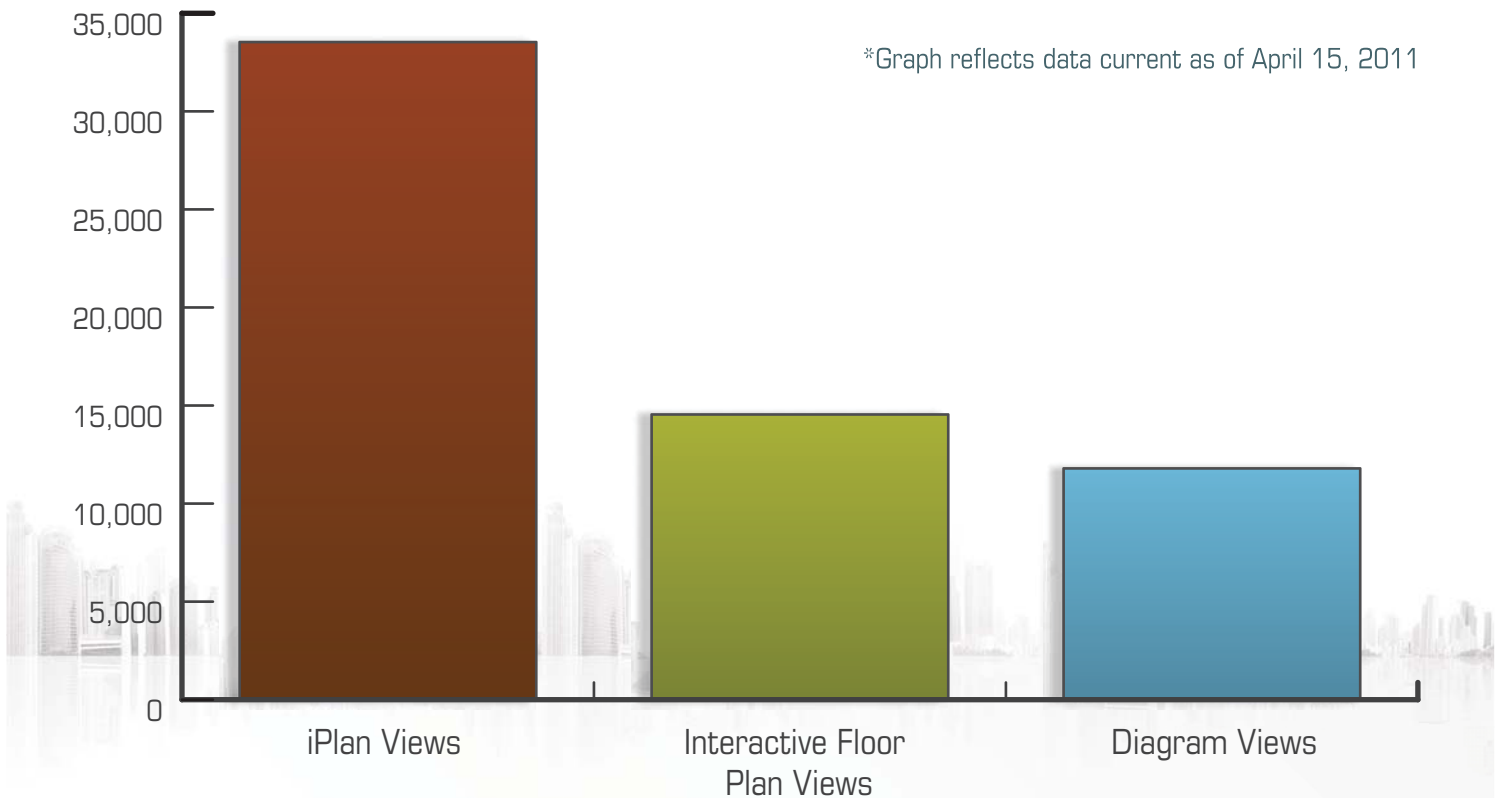
## Results

“The end result,” said Beattie, “is that when we opened we had 100 conventions and 200 other events already booked. VisionaryFX really helped us do that.”

“We had Interactive Floor Plans up for 18 months prior to our opening. Before that we had our sales team working with a few artists’ renderings to help prospects envision our facility. We had some pre-sales success with that strategy. However, iPlan Interactive Floor Plans allowed us to add a pull strategy to our overall strategy -- getting planners to our website -- and our sales increased.”

From November 15th, 2010 to March 30, 2011 the following activity occurred with iPlan at the Convention Centre:

- 11,848 visits to iPlan
- 2,758 unique visitors
- 4 visits per unique visitor
- 9,622 room diagrams viewed



For more information  
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Or visit us online  
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