



nurturing growth...

CORK MARKETING PARTNERSHIP | 2008/09



Chairman's Message



Cork Marketing Partnership seeks to align key stakeholders to target, resource and develop joint initiatives to market the Cork region effectively.



MISSION STATEMENT



That the Cork region be recognised as a premier location for business, investment and tourism and also be recognised internationally as a progressive European sub-region.

CORK MARKETING
PARTNERSHIP VISION



Mr Michael Geary, Chairman

Cork Marketing Partnership is a unique public-private partnership venture formed to raise the profile of Cork, domestically and internationally, as an attractive location to invest in and conduct business.

2007, our first year, saw the successful establishment of the Cork Convention Bureau, the first Cork Marketing Partnership Christmas Marketing Campaign, as well as the initiation of a Cork Portal Website, Economic Marketing project and Cork City Cares initiatives.

Over the next 2 years, the Board will work with all of the Cork stakeholders to develop and deliver the current objectives of the company, while continuing to reflect on and develop strategic initiatives, projects and actions that will strategically position Cork in critical markets.

I look forward to the support of everyone with Cork's interests at heart.

Strategically position Cork in critical markets.

What we do



...drive a coordinated approach to the Strategic Marketing of Cork

STRATEGIC FOCUS

The Strategic Focus of the company is; To drive a coordinated approach to the Strategic Marketing of Cork with a primary emphasis on:

- Business Tourism
- Key Promotions and Projects
- Economic Marketing

The area of focus is primarily Metropolitan Cork or the Cork Area Strategic Plan area.

...position and stimulate interest in Cork in national and overseas markets

CORK CONVENTION BUREAU

The catalyst for the establishment of Cork Marketing Partnership was the decision to establish the Cork Convention Bureau to position and stimulate interest in Cork in national and overseas markets, as a fresh and exciting destination for business tourism, conferences, incentive travel and business meetings.

The Cork Convention Bureau has been successfully established with its own Management Committee drawn from Cork City and County Councils, Cork Airport and Irish Hotels Federation (Cork Branch) as well as Fáilte Ireland South West.

What we do



ECONOMIC MARKETING

Cork Marketing Partnership is working to develop a coordinated approach to marketing the Cork region domestically and internationally, as a business location for indigenous and foreign owned companies, attracting investment and articulating a compelling regional Cork brand.

A strategic economic marketing plan based on best international practice is in development, and engagement with Cork stakeholders will shape the plan and its sustainability.

...attracting investment and articulating a compelling regional Cork brand

KEY PROMOTIONS AND PROJECTS

Cork Marketing Partnership currently manages a range of promotions and projects that fulfil a key role in promoting Cork as an attractive place to visit, shop, work, socialise, live and do business in.

Projects include:

- Cork Better Building Awards
- Cork City Cares
- Cork Marketing Campaigns

...position Cork as a vibrant and dynamic place to invest, work, visit and live

About Cork Marketing Partnership



Cork Marketing Partnership - the trading name of Promoting Cork Ltd., a company limited by guarantee, was established to develop and promote business tourism, promote economic marketing and undertake promotional activities in the Cork region.

Cork Marketing Partnership is a public-private partnership between Cork City Council, Cork County Council, Irish Hotels Federation (Cork Branch), Cork Chamber, Port of Cork, Cork Airport, Cork Business Association and Fáilte Ireland South West.

Cork Marketing Partnership seeks engagement from the public and private sectors to realise the full potential of Cork as a strong economic region. The partners will work together to influence, deliver, resource and manage strategic initiatives that will position Cork as a vibrant and dynamic place to invest, work, visit and live.

The availability of finance on an annual basis is the most critical issue for Cork Marketing Partnership to deliver on its scope of activities. At present, Cork Marketing Partnership has relationships with multiple funding sources in both the public and private sectors and key to its future operation will be the level to which it can leverage funds from such sources.

www.cometocork.com

...created by Cork Marketing Partnership as the essential reference source for Cork

nurturing growth...

Our Board



Mr Michael Geary
Chairman, Cork Marketing Partnership



Mr Kevin Cullinane
Marketing Manager, Cork Airport



Mr Conor Healy
Chief Executive, Cork Chamber



Mr Seamus Heaney
Marketing Manager, Kingsley Hotel,
(Irish Hotel Federation - Cork)



Cllr Michael Hegarty
Councillor, Cork County Council



Mr Brendan Keating
Chief Executive, Port of Cork



Mr Jim O'Donovan
Director of services Community &
Enterprise, Cork City Council



Mr Noel O'Driscoll
Senior Executive Officer Economic
Development, Cork County Council



Cllr Tom O'Driscoll
Councillor, Cork City Council



Mr Lawrence Owens
General Manager, Debenhams,
(Cork Business Association)



Mr Charlie Sheil
General Manager, Clarion Hotel,
(Irish Hotel Federation - Cork)



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