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Convention Center Wins National Award for Firestorm 2003 Communications Plan



The San Diego Convention Center Corporation has been honored with a Silver Anvil, the highest prize in public affairs, by the Public Relations Society of America. The Corporation was recognized for its crisis communications campaign in response to the October wildfires.

As the fires devastated our community, the Convention Center Corporation aggressively reached out to the national news media as well as the 15 groups scheduled to hold their multi-million dollar conventions in the weeks just ahead of the wildfires. Cumulatively, these conventions were worth \$109.7 million in regional economic activity and \$2.3 million in tax revenues for the city.

The goal of all of our efforts were successful. As a result of our integrated communications, there was no loss of business or diminished attendance for the city. In the process, we also alleviated significant client concerns by assuring them that their attendees would be safe.



As a result of our efforts, these events were held as planned: there were NO CANCELLATIONS and ATTENDANCE LEVELS MET OR SURPASSED EXPECTATIONS.

This award is a reflection of our on-going partnership to make San Diego one of America's top convention cities and tourism destinations.