

Irving Convention & Visitors Bureau Item PZ-539, Bubblegram

You gotta read all the copy on this one – These guys are having fun.

The convention bureau of Irving, Texas did a handout to promote their meeting facilities to Meeting Planners across the country. The copy, while quite humorous, also subtly says we have the expertise, facilities and technical ability to host a first class meeting of any size.

The handout included a pen that was called the “Mega Meeting Planner Pen” around which the copy was written. These were handed out and mailed out to planners across the country, at trade shows, on sales calls, and at their facilities.

The hits on their web site have more than tripled and meeting bookings are at an all time high.

