



CORK MARKETING PARTNERSHIP | 2008/09

nurturing growth...



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

MISSION STATEMENT



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**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.**

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THE CMP VISION

# Chairman's Message



Mr Michael Geary, Chairman

CMP 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 Cork Convention Bureau, the first CMP Christmas Marketing Campaign and the initiation of a Cork Portal Website, Economic Marketing project, and Cork City Cares initiatives.

Over the next 2 years of this plan 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



## 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.

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

## CORK CONVENTION BUREAU (CCB)

The catalyst for the establishment of CMP was the decision to establish the CCB 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 CCB 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.

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

# What we do



## ECONOMIC MARKETING

CMP is working to develop a co-ordinated 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

CMP 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 CMP



CMP - 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.

CMP 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.

CMP 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 CMP to deliver on its scope of activities. At present CMP 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](http://www.cometocork.com)

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

# Our Board



**Mr Michael Geary**  
Chairman, CMP



**Mr Kevin Cullinane**  
Marketing Manager, Cork Airport



**Mr Conor Healy**  
Chief Executive, Cork Chamber



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



**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)

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