

OPTIMIZE → your ← Digital Presence

August 1st, 2018

Western Iowa Tourism Region meeting

Corning Opera House

800 Davis Ave. • Corning, Iowa
(641) 418-8037

Ever wonder how you could easily increase awareness and 'findability' of your business, organization or community online?

Discover a few quick steps that will make it easy for people to find you **and** make them want to visit! In this hands-on working session, we will provide tutorials for updating your listings on:



Meeting Agenda

10:00am	Registration begins
10:30am	Welcome & Meeting
11:30am	Traveliowa.com
Noon	Networking & Lunch
12:45pm	Google, Bing, TripAdvisor
2:30pm	Adjourn

HANDS-ON TRAINING

This fast-paced, hands-on training will empower you to update your content on various travel websites. Be prepared to bring the following:

- Laptop Computer
- Completed Pre-Work
- Digital Photos & Content
- Login Usernames/Passwords

PRE-WORK REQUIRED

Register early as there is necessary pre-work required prior to attending the training that cannot be completed the day before. This will ensure you are prepared to update your content and leave knowing that you have optimized your digital presence!

AUG. 2ND DEADLINE

All content on traveliowa.com must be updated by August 2nd in order to be included in the 2019 Iowa Travel Guide. Don't miss your chance to find out which information is most important to include!



Amy Zeigler

Digital Marketing Manager,
Iowa Tourism Office

Amy is responsible for managing the listings and content on traveliowa.com, which receives 1.5 million unique visitors each year. She also assists with email marketing, digital marketing strategies and content creation and has been with the Iowa Tourism Office for almost six years.

Shelly Greving

Owner, Emerge Marketing Solutions

Shelly launched Emerge Marketing Solutions in 2016 in an effort to help revitalize rural Iowa. She has seen first hand the opportunity for Iowa to attract and retain young people and has personally contributed to numerous Iowa communities as an active resident, volunteer, consultant and visionary.



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