

Roger Brooks is Back!

2019 Destination

Development Summit



April 30 & May 1, 2019

Tuesday 8:30 a.m. • 4:30 p.m.

Wednesday 8:30 a.m. • 1 p.m.

Carrollton Event Center

1730 US Hwy. 71, Carroll

As one of the most recognized and frequently quoted experts in the travel industry, Roger Brooks' passion is to make a difference in people's lives by helping their communities become better places for people to live, work and visit.

Last year we addressed many issues and this year, you and your team will go home with your own Action Plan.

What do you want to be? This is a question every single city and town should be asking. Many are looking for a fresh idea! Every community needs to find its Unique Selling Proposition (USP), that one activity that sets you apart from everyone else and makes you worth a special trip. In this day and a half, the goal is to find YOUR Unique Selling Proposition. And if you think you already have that, this is where your efforts will be verified or re-focused.

This is a hands-on experience, where each community should have local stakeholders attend: elected officials, city managers or administrator, chambers of commerce, tourism, economic development, downtown associations and two or three other stakeholders. With a group from each community, you'll be heading back home with your brand AND a team to get it implemented!

Once you know what sets you apart, then the fun begins: creating activities, amenities and attractions that prove you "own" your niche in the marketplace.



CARROLLTON
Hotel & Event Centre

Destination Development
Association

**IF DESTINATION DEVELOPMENT
WERE EASY, EVERYONE WOULD
BE DOING IT!**

**IT TAKES BRAVE LEADERS AND
STRONG CHAMPIONS TO REALLY
PUT YOUR COMMUNITY ON THE
MAP.**