



Understanding DMO Relevancy

The Secret to DMO Community Success!

Many destination marketing organizations (DMOs) are so busy in their day-to-day jobs that they have little time to reflect on the challenges or, as the optimist would say, the opportunities to establish themselves as the recognized leader of all visitor-centric issues that affect the destination, within the destination.

This program addresses the many challenges that confront the majority of (DMOs) in the areas of community relations, industry relations, and advocacy as it pertains to key local stakeholder engagement, education, and activation.

The advocacy challenges are many for the majority of destination marketing organizations. There are some basic reasons why there has been a change in regard to the need for better advocates at the DMO level. This session will identify and address those challenges.

Do you understand who your key stakeholders are or should be? As a destination, how do you prove your value as well as the value of the visitor? You will leave with the answers to these as well as other questions regarding the ever growing need to incorporate community relations, industry relations, advocacy into an effective DMO strategy.

Learner Objectives:

- Explore research on DMO relevance.
- Learn to identify who your key stakeholders are.
- Learn the 10 step blueprint for implementing a DMO engagement strategy.
- Leave with the tools to improve local engagement through community relations, industry relations and advocacy.