

THE AMAZING

Roger Brooks Video Library

FREE VIDEO SAMPLE: The Art of Branding - www.bit.ly/rbi-branding

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Keynote: Recruiting Tourism Projects

Ontario Ministry of Tourism, Culture and Sport--EDCO Conference
February 4, 2016

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LIBRARY TOPICS INCLUDE:

BRANDING

- Why branding?
- The 3 killers of branding
- What is a brand?
- How to avoid the politics
- About logos and slogans
- Branding ideas to consider
- What works, what doesn't
- Case histories & examples
- Branding explained
- Getting people on the same page
- Umbrella brands
- How to sell the brand locally
- Finding your USP
- Crafting the brand promise
- The 13-step process
- Creating your brand messaging
- Finding champions
- The look & feel of your brand

PRODUCT DEVELOPMENT

- Public restrooms
- Community gateways
- Vehicular wayfinding
- Developing an Action Plan
- Visitor info kiosks
- Leveraging your amenities
- Visitor info going mobile
- Private-sector visitor info

DOWNTOWNS

- Street trees
- Pedestrian wayfinding
- Using trompe l'oeil
- Visitor info kiosks downtown
- Public plazas
- Festivals & events
- Public markets
- Curb appeal
- Downtown Parking
- Crazy ideas to get people to stop
- Business signage
- Staying open after 6
- Future of downtowns
- Storefront window displays
- Sidewalk café dining
- Bringing downtown to life

- Street vendors
- Finding a retail focus
- Food trucks
- Retail clustering (critical mass)
- Business/retail recruitment
- Merchants to-do list
- Property owner's to-do list
- City's role in downtown
- Downtown lodging, living
- Revitalization: Where to start
- Beautification: what to do
- Exterior retail displays & examples
- Benches & seating areas
- Public restrooms/washrooms
- Pedestrian wayfinding
- Façade improvements
- Pole banners
- Dealing with plastic banners
- Temporary signage rules
- Giving downtown a name
- The use of trolleys
- Downtown WiFi
- Downtown gateways

MARKETING

- Words & phrases to avoid
- Promoting your "Best Of's"
- Words & phrases to use

- Jettison the generic
- Designing brochures & guides
- No more "Visitor Guides"
- Designing ads that work
- Public relations
- Photography & videography
- Recruiting outside events
- Social media ideas
- Creating a Hidden Gems book
- Leveraging TripAdvisor
- Ads: how to evoke emotion
- Creating itineraries
- Where to place your ads
- Marketing partnerships
- Multi-generational tourism
- Hottest lodging trends
- Boomers & Millennials: what works
- Making pricing transparent
- Promoting specifics, not generalities
- All-inclusive packaging
- How to use Billboards
- How to spend your marketing \$
- The demographics of spending
- The "Visual First" movement
- Marketing rules for B&Bs
- DMO's & product development
- How people use the Internet
- Print ads to emulate

