

DEVELOPING DESTINATION LEADERSHIP AT THE BOARD LEVEL



NOTES

Excellence in Board Governance

- Establishing the Perfect Make-up
- Designing a Killer Nominating Process
- Attracting the Best and the Brightest
- The 3 Degrees of Separation

Roles & Responsibilities

- Destinational vs.. Promotion
- Board Committees vs. Organization Committees
- Setting Goals & Expectations

Maximizing Meetings

- Setting the Agenda
- Lose the Reports
- Forward Vision Meetings

Generating Community Support

- Personal Contact Strategy
- The Value of Contributors
- Undercover Media Relations

The Ultimate Goals for a DMO Board

- Enhance the Destination
- Strengthen the Organization

Ethics, Accountability & Transparency

- The IACVB Code of Conduct
- Building a Partnership with Government & Stakeholders
- When the Media Comes Calling

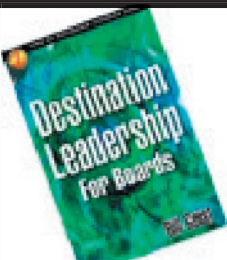
DEVELOPING DESTINATION LEADERSHIP

AT THE CEO LEVEL

1. Peer to Peer Relationship with your Board
2. The Expert and a Resource to Government
3. A Valued Partner with the Hospitality Industry
4. Respected in the Community
5. A Friend to the Media
6. Know your Facts, inside out
7. Enthusiastically communicate Destination Vision
8. Be passionately positive about the destination
9. Ground yourself in an ethical framework
10. Be about more than “just Tourism”



NOTES



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