

## **CYA: Keeping Your VIPs in the Loop**

Communicating with the  
Community and Your Staff

## **Who in the Community Do I Keep in the Loop?**

- Hotels, Attractions, Restaurants
- Public Officials
- Clients
- Other Individuals/Groups You  
Feel Are of Importance



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## How to Communicate with the Community

- Newsletters
- Business Updates
- Sales and Marketing Co-op Opportunities
- Business Advertorials
- Special Communications
- Committees



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## Who on the Staff Do I Keep in the Loop?


- Sales
- Marketing
- Membership
- Public Relations
- Visitor Information
- Support Staff
- Administration
- Convention Services
- Volunteers
- Any Department You Have That I Didn't Mention

## **How to Communicate With Staff**

- Newsletters
- Marketing/Sales/Advertising Samples
- Scheduled Staff Meetings
- E-mail Updates
- Press Clippings, Links to Web Sites/Internet Info

## **Dos and Don'ts of Communicating with Your Audience**

- Don't promise it, if you are not going to deliver
- Be consistent with your timing
- Make sure the information is of value to your audience
- Be clear and be brief with your messages

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## Dos and Don'ts of Communicating with Your Audience

- Make sure the audience knows the communication is from your organization
- Establish a look for your communication
- Do find more than one use for your hard work

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## Thank You

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