

## **Class A**

**Monday & Tuesday: May 13 & 14**

### **Current Topics in Tourism Management**

*Chris Cavanaugh, President, Magellan Strategy Group, LLC, Asheville, North Carolina*

Chris Cavanaugh of Magellan Strategy Group will once again teach a Marketing College alumni course aimed at improving tourism professionals' expertise in a number of current topics related to tourism management. Among the subjects that will be covered in this course are:

- Short-Term Rentals
- Destination Product Development
- Destination Strategic Planning
- Crisis Communications
- Annual Director Reviews
- Vendor Selection
- Culture Development
- Partner Relationship Building

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## **Class B**

**Thursday & Friday: May 16 & 17**

### **Building a Strong DMO to Enroll Champions and Protect Funding**

*Dawn Przystal, President, Blue Elephant DMO Solutions, Bardstown, Kentucky*

A strong organization has an engaged board, a network of advocates, and a community that supports tourism. DMO funding is increasingly being threatened on a local level and a strong organization will be ready to protect their funding. **A multi-pronged approach will take individual components to build the support network, and strong organization, needed to ready DMOs for a potential funding crisis.** We will:

- Turn your board into willing advocates to help you deliver the message to the entire community on the benefits of tourism, the brand promise, and the need to protect and grow the DMO
- Take stock of the organization through an internal performance review. Learn to measure EVERYTHING the DMO does and report results to ensure the entire community knows you are working towards solid results
- Create an advocacy plan that educates the industry and stakeholders and creates ambassadors
- Engage the local community and industry partners (attractions, hotels, service partners) so that they are on-brand and on-message
- How to use multi-agency/city collaborations to move tourism forward and protect your organization's funding