

Train A City



Description

In this program, Signature Worldwide provides real-world tips on what city promoters can do immediately to enhance their job performance and improve their bureau's customer service and sales.

Who Should Attend

Anyone who works for or is a member of a CVB or tourism organization and those who would benefit from increased travel and tourism, including:

- Directors
- Guest Service Representatives
- Marketing Officers
- Convention Sales Managers
- Sales Assistants
- Publicity Managers
- Public Affairs Managers

Learning Objectives

Through a variety of techniques, employees will learn how to:

- Increase the number of tourists in their city
- Extend lengths of stay
- Increase in-city spending
- Build relationships with key stakeholders.

Why Should I Visit Your City?

Are you missing out on travelers who want to spend money in your market? Does your competition do a better job of "selling" to all those shoppers who call everyday?

If you answered "yes" to either of these questions then you'll benefit from attending this session.

With Sell Your City, attendees will learn:

- Key insights into creating legendary experiences for convention visitors and tourists through destination marketing.
- How to build relationships with private sector suppliers, wholesalers and travel agents that can influence their market.
- How to maximize investments by truly closing the tourism sales cycle.

Signature Worldwide's trainer will share examples from some of the world's leading hospitality corporations and reveal the memorable ways you and your members can set your city apart from the competition and keep visitors coming back year after year.

