## 

# WISCONSIN



### +\$500 MILLON



#### **ADVANCE MEETING + CONVENTIONS & SPORTS IN WISCONSIN**



#### BENCHMARKS

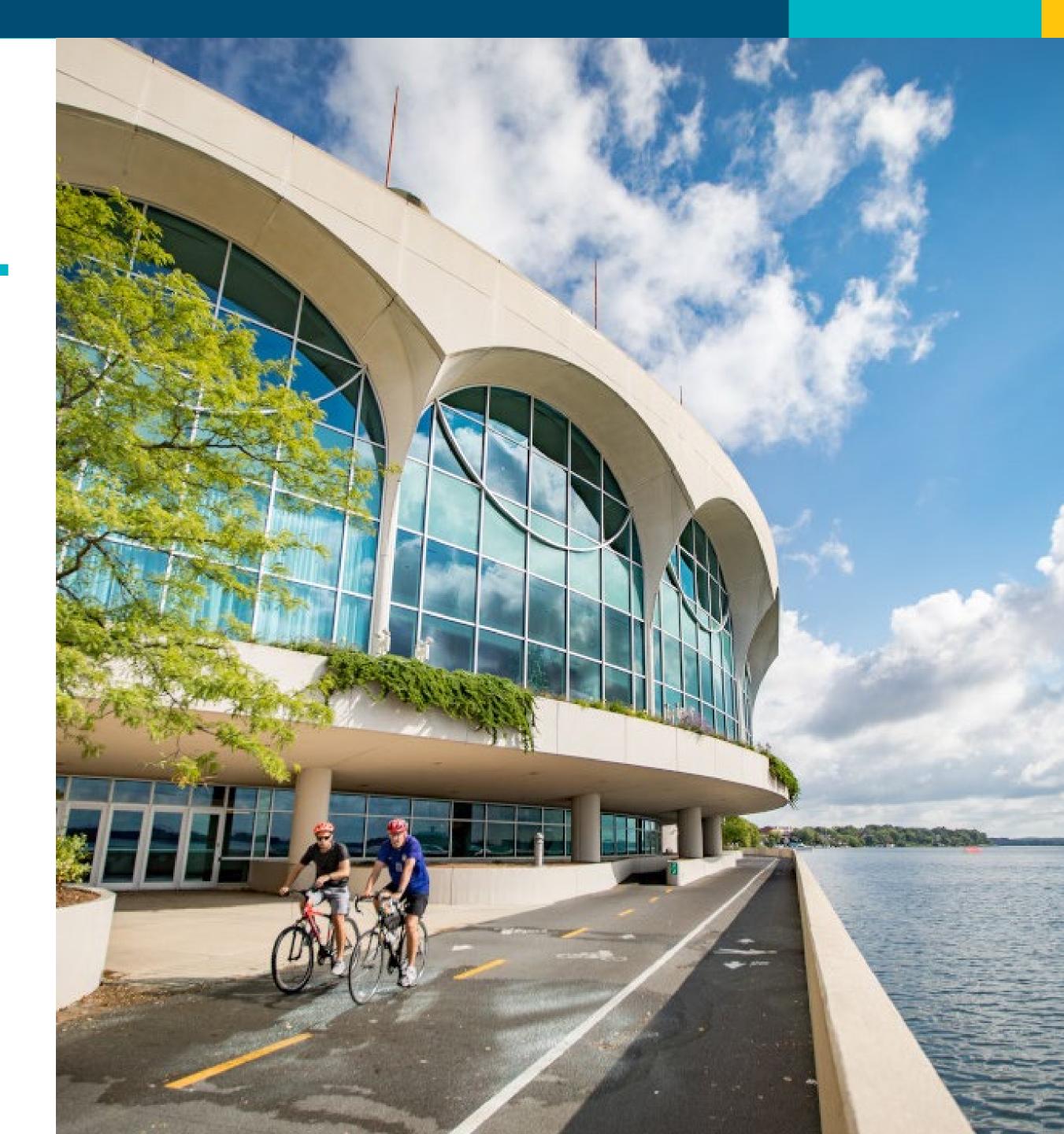
- Understand the landscape
- Support sales efforts
- Communication best practices
- Prioritize website, digital media and advertising strategy

- Research and forecasting data inform decisions
- Integrated media campaign expertise
- Measure campaign metrics, goals and engagement.
- Comprehension and enthusiasm for Travel Wisconsin Brand



#### HOW WILL WE MAKE THIS HAPPEN?

- Develop B2B Brand Positioning and Marketing Strategy with hired agency
- New Websites for Meet in Wisconsin & Sports in Wisconsin



#### HOW WILL WE MAKE THIS HAPPEN?

- Unified Participation in Tradeshows
  - Connect Marketplace (both meetings and sports)
  - American Society of Association
    Executives (meetings)
  - IMEX (meetings)
  - Destinations Midwest (meetings)
  - Sports ETA Symposium (sports)
  - S.P.O.R.T.S Conference (sports)

