

JOIN US

December 6, 2016

ROGER BROOKS >
International



REGISTRATION IS OPEN FOR THE ROGER BROOKS WORKSHOP SESSION PRESENTED BY SMOKY MOUNTAIN HOST!

December 6, 2016 from 8:30am-3:30pm at Harrah's Cherokee Casino Resort.
The Smoky Mountain Host Annual meeting will begin at 3:30pm after the workshop.
Register at tinyurl.com/jcd7htq

Harrah's will be offering rooms at a special rate of \$79.00.
Book your room at tinyurl.com/z4kcnkq

Improve your Branding with Roger Brooks International- the Leading Community Branding, Development and Marketing Firm in the U.S.

Roger has worked with nearly a thousand communities, as well as many states, provinces, national parks and countries in their branding, product development and marketing efforts. He's also worked with trade associations and businesses in the lodging, retail and restaurant industries as well as attractions, tour operators and providers, marketing agencies and travel media. Visit www.rogerbrooksinternational.com to learn more.

Session 1: Finding Your Unique Selling Proposition

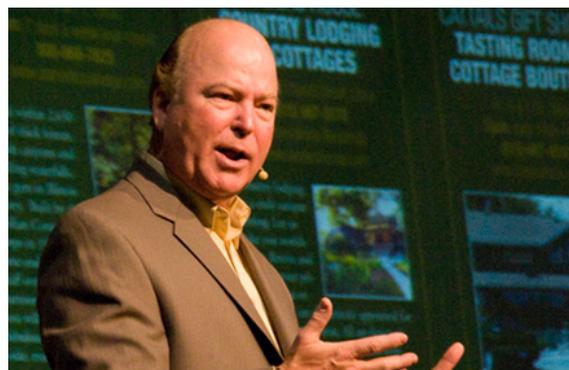
Perhaps the most misunderstood topic in business and marketing is branding. This session will demystify and explain the process of branding. Uncover the secrets of branding, marketing and how to stand out from the crowd.

Session 2: Successful Brands are Built on Product Development

To build on the first session, learn how a great product experience brings repeat visitors. Marketing gets people in the door, but this session will uncover what brings them back.

Session 3: Creating Your Digital Marketing Plan for 2017-Tips and Practices for Planning for Success.

Does your organization have an updated digital marketing plan that is utilizing the current best practices, tools, and strategies? In this session, Justin will share current best practices and actionable tips to help you ensure that your online marketing plan is ready for a successful 2017 tourism season. Topics covered will include social media, online advertising, search engine marketing, reputation management, and collaborative marketing campaigns.



Roger Brooks will present the first two sessions.



Justin Belleme of JB Media will present the third session.

Register online at tinyurl.com/jcd7htq

For more information, contact: Betty Huskins, betty@visitsmokies.org

 **Smoky Mountain Host**
OF NORTH CAROLINA