



PACE Forum content is subject to change.

- DMO Funding & Revenue Sources
 - Dues & Dues Structures
 - Private Revenue
 - Unique Revenue Streams – Innovative/unique partnerships & sponsorships (i.e. trade shows, social media campaigns, marketing campaigns, website)

- The Future of the “Membership” Model – New Membership Trends & Ideas
 - Members vs Partnership – advantages/disadvantages
 - Prospecting new members/partners
 - Stories from the front line on those who switched from dues-paying to community partnership
 - Trends & Ideas – Benefit breakdown

- Growth, Tracking & Retention
 - Renewals/Collections
 - Measurement/ROI – Meeting expectations
 - Partner Surveys/Focus Groups
 - Data-driven engagement

- Community Engagement/Perceptions – What is Community Engagement?
 - Successes & Challenges
 - Neighborhood Initiatives
 - Ambassador Programs

- Networking, Training & Engagement Opportunities
 - Partner programming – event trends, what’s new, is there a shift?
 - Restaurant week and other “weeks”:
 - Trainings/Webinars/Seminars
 - In person or virtual?
 - Who is in charge? What do partners want?

- Marketing, Branding, Digital Communication
 - Effective Communication styles/Frequency of Communication
 - Newsletter? Social Media?
 - Advertising Sales - Monetizing in-house assets (pay-to-play)

- DEI & Foundations
 - How to attract DEI into membership?
 - Foundation Overview/Grant Guidelines
- “Potpourri”
 - Workforce
 - Department Structure
 - Board Leadership/Committee Leadership
 - Staff Responsibilities
- Visitor Services
 - How to elevate visitor services as a valuable tool to a DMO
 - How important are Visitor Services to an organization
 - Training
 - Visitor Center
 - Visitor Guides
- Research & Data
 - How to use data and why it is important
- Pass Products
 - Visit Widget
 - Bandwango
- Collections and Credit Card renewals – Simpleview/Act On
 - Frequency
- Tourism Improvement Districts
 - Stories from the trenches
 - Opportunities/Challenges
- White Board/”Parking Lot”
 - Strategic partnerships
 - Media Relations/PR for the benefit of partners
 - Tourism messaging
 - Ambassador programs/Front Line training



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The 2024 PACE Forum (February 26-28) has been approved for up to 13 CDME continuing education (CE) credits.