



2018 LUNCH & LEARN

12:00 noon – 1:30 p.m.

Bring your lunch to these **FREE** seminars!

WEDNESDAY, MARCH 21 – THE RHINECLIFF

4 Grinnell Street, Rhinecliff 12574 * (845) 876-0590

The Basics of Dynamic Digital Marketing

Deborah Garry, BBG&G Advertising & Public Relations

There's more to digital marketing than just uploading a DIY website. A smart, strategic digital marketing plan utilizes several tools that work cohesively to spread your message. The team at BBG&G will describe how you can incorporate and get started with emails and newsletters, social media, mobile apps, digital advertising, and more.

WEDNESDAY, MARCH 28 – CANVAS AT THE ARTIST'S PALATE

305 Main Street, Poughkeepsie 12601 * (845) 483-8074

Winning More First Time Visitors

Josiah Brown, New York's Best Experiences

First time visitors are 11 times harder to win than a repeat visitor but they are necessary for growth. After talking to 10,000 travelers per year for 5 years, Brown, known as the "New York Sherpa", has learned what draws people to trying something for the first time. Find out what words, images and stories travelers respond to and how to position your brand to attract and benefit from first time customers.

*WEDNESDAY, APRIL 4 – VILLA BORGHESE

70 Widmer Road, Wappingers Falls 12590 * (845) 297-8207

Tourism Trends Conference – Day-long event for Dutchess County tourism partners. Luncheon & afternoon presentations open to Hudson Valley Region. (fee)

WEDNESDAY, APRIL 11 – BOARDMAN ROAD BRANCH, POUGHKEEPSIE LIBRARY DISTRICT

141 Boardman Road, Poughkeepsie 12603 * (845) 485-3445

Disability Employment

Dawn Wilson, The ARC of Dutchess

Matching the best people with the right mix of education, talent and experience is critical to your business's success. The Arc of Dutchess Employment Services is designed to assist people with disabilities in gaining and maintaining successful employment. Learn how we work to ensure staffing solutions that will make a difference in your company's profile and bottom line.

WEDNESDAY, APRIL 18 – SPRINGHILL SUITES RESIDENCE INN

500 Westage Business Center Drive, Fishkill 12524 * (845) 896-8100

The Halo Effect: The Synergy of Aligning Your Brand with Influential Media Channels

Jason Stern, Luminary Media

Strong media brands define the character and tempo of a community economy. They represent the community both to itself and to an outside audience of potential visitors. These media brands enjoy strong recognition and influence among their audiences through ongoing conversations across a spectrum of media channels. Strategic alignment through editorial relationships and advertising enable businesses to benefit from the 'halo effect' of the respect media brands have earned. We'll discuss best practices for engaging editorial teams & strategies to optimize ad campaigns.

Come to one or come to all!

Please RSVP to: <http://bit.ly/2018LunchLearn>

For questions contact: Melaine Rottkamp: mrottkamp@dutchesstourism.com * (845) 463-5432

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