



FOR IMMEDIATE RELEASE

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DUTCHESS TOURISM HOSTS FREE SEMINARS

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) will host four Lunch & Learn Seminars on Wednesdays from noon to 1:30 p.m., March 21, 28, April 11 and 18, 2018. These free seminars are geared toward tourism-related businesses and participants are encouraged to bring their lunches to eat while they listen to the presentations. There will also be time for networking with other participants and the speakers.

“This is the fifth year we’ve run this very popular series and we’re excited to add new topics that haven’t been covered before,” said Dutchess Tourism Vice President Melaine Rottkamp. “Our goal is to continue to provide Dutchess County’s tourism businesses with the support they need to be successful and these seminars are just one of the many ways we do that.”

Kacie Vassari, DTI’s communications specialist, will kick off each seminar with a short social media tips and tricks segment.

On March 21, Deborah Garry, BBG&G Advertising & Public Relations president and CEO, will speak on the basics of dynamic digital marketing at The Rhinecliff. More 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 leverage emails, newsletters, social media, mobile apps, digital advertising, and more.

The “New York Sherpa” Josiah Brown, of New York’s Best Experiences, will draw on his extensive experience to teach businesses how to win more first time visitors. Find out what words, images and stories travelers respond to, and how to position your brand to benefit from first time customers. This March 28 seminar will take place at Canvas at The Artist’s Palate in Poughkeepsie.

Participants will be encouraged to Think DIFFERENTLY on April 11 when Dawn Wilson from The ARC of Dutchess will discuss disability employment at the Boardman Road Branch, of the Poughkeepsie Library District.

3 NEPTUNE ROAD, SUITE A11A, POUGHKEEPSIE, NEW YORK 12601-5500
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The programs provided by this agency are partially funded by monies received from the County of Dutchess.



Springhill Suites Residence Inn in Fishkill will host Jason Stern, co-founder and publisher of Luminary Media on April 18. His presentation titled *The Halo Effect: The Synergy of Aligning Your Brand with Influential Media Channels*, will cover strategic alignment through editorial relationships and advertising to enable a destination business to benefit from the 'halo effect' of the respect media brands have earned. Best practices for engaging editorial teams and strategies to optimize advertising campaigns will also be discussed.

To learn more about DTI's Lunch & Learn series, visit www.dutchesstourism.com. To RSVP, please email mrottkamp@dutchesstourism.com or call (845)463-5432. Those interested do not have to attend all four presentations in order to participate.

Tourism has a significant economic impact in Dutchess County, where more than 4.5 million people visit annually and spend an average of \$568 million on lodging, food, shopping, and area attractions. Tourism is New York's fourth largest industry and employs 10,484 people in Dutchess according to Tourism Economics.

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About Dutchess Tourism

Dutchess Tourism, Inc. is the officially designated destination marketing organization for Dutchess County and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is a 501c6 non-profit organization that works to bring tourism dollars to area businesses by marketing and promoting the assets of Dutchess County to the nation and the world. The office is located at 3 Neptune Road in the Town of Poughkeepsie with 18 Tourist Information Centers located around Dutchess County. The website is www.DutchessTourism.com and they can be reached at 845-463-4000. Dutchess County Tourism was founded in 1984 under the umbrella of the Dutchess County Economic Development Corporation, became incorporated as Dutchess Tourism, Inc. in 2014 and is partially funded by monies received from the County of Dutchess.

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