



FOR IMMEDIATE RELEASE

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DUTCHESS TOURISM HOSTS FREE VIRTUAL SEMINARS THIS SPRING

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) will host four virtual Lunch & Learn Seminars on Tuesdays from 1:00 - 2:00 p.m., February 23, March 2, 9, and 23. These free webinars are geared toward tourism-related businesses but are open to all. Participants are encouraged to enjoy their lunches while they listen to the presentations.

Edward Roy, director and producer from J6 MediaWorks and The CineHub, will discuss strategies and tips on ways businesses can utilize video to strengthen their marketing and social media efforts. Video has seen tremendous growth in its popularity and success in the last year. It has become a powerful marketing tool to reach customers and visitors during COVID-19 and motivate them to take action; 80% of online viewers recall a video ad they saw in the last thirty days and 92% of mobile video consumers share videos with others. Businesses will benefit from Roy's nearly thirty years of industry experience when he shares advice about when and how to do it yourself or to hire video professionals. This first seminar in the series will take place on February 23.

On March 2, Dawn Hopper, director of tour & travel at Dutchess Tourism, will share how developing business partnerships is a key strategy in overcoming unique challenges, particularly during COVID-19. She will discuss ways to build on existing partnerships and create new ones so as to have the greatest impact on customers and the community. An expert in developing and maintaining mutually beneficial partnerships, Hopper has reimagined tourism partnerships to meet the needs of businesses in 2021.

As businesses continue to grapple with COVID-19, a solid marketing game plan with contingency planning, is vital in this unpredictable period. Thomas Mooney, CEO & executive creative director of FourthIdea will help businesses learn how to tailor their message to the moment while staying true to their brand. Mooney will cover the basics of putting a marketing plan in place and how to adapt this plan to the larger circumstances in Dutchess County and in New York State. This seminar will take place on March 9.

The final seminar in the series will take place on March 23. Kacie Vassari, digital media manager at Dutchess Tourism, will discuss social media best practices for businesses. Businesses will learn how to maximize their social channels with a limited budget. Vassari will share her tips for consistency in messaging and imagery and her advice for strong engagement across different audiences and social media platforms.

To learn more about DTI's Lunch & Learn series and to register, visit DutchessTourism.com/lunch-learn-series. Registration is required. Those interested do not have to attend all four presentations in order to participate.

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The programs provided by this agency are partially funded by monies received from the County of Dutchess.



About Dutchess Tourism

Dutchess Tourism, Inc., the officially designated destination marketing organization for Dutchess County, is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. As a 501c6 non-profit organization, it works to bring tourism dollars to area businesses and the community 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 17 Tourist Information Centers located around Dutchess County. The website is DutchessTourism.com and they can be reached at 845-463-4000. Dutchess Tourism, Inc. is partially funded by monies received from the County of Dutchess.

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