



FOR IMMEDIATE RELEASE

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DUTCHESS TOURISM HOSTS FREE SEMINARS THIS SPRING

POUGHKEEPSIE, NY— Dutchess Tourism, Inc. (DTI) will host four Lunch & Learn Seminars on Wednesdays from 1:30 - 3:00 p.m., March 13, 20, 27, and April 3, 2018. These free seminars are geared toward tourism-related businesses but are open to all. 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. Kacie Vassari, DTI's communications specialist, will kick off each seminar with a short social media tips and tricks segment.

The first seminar will take place at Springhill Suites Residence Inn in Fishkill on March 13. Filomena Fanelli, CEO and founder of Impact PR & Communications, will speak on proven ways to get positive publicity. Her hands-on presentation will focus on ways to harness the power of PR to highlight your small business, attract locals and tourists, and secure support or patronage for your organization. Attendees will walk away with best practices, concrete tips and templates to secure media placements, and ways to get events listed in regional calendars as well as how to capitalize on key moments. Getting a better understanding of what news outlets expect and how to best respond to inquiries is the goal.

On March 20, the Delamater Inn Conference Center in Rhinebeck will host Jason Finkelberg, president of Townsquare Media Hudson Valley. Finkelberg will help demystify search engine optimization (SEO) and outline the different components that go into a successful strategy. He noted, “Constructing a pretty website does not guarantee anyone will visit it. That’s where SEO comes in.”

Google dominates the market when it comes to online searches and maps. Dutchess Tourism Vice President Melaine Rottkamp will help businesses learn how to utilize Google’s free “My Business” tools in this seminar on March 27 at Cousins Ale Works in Wappingers Falls. Learn how to “claim your business” and improve the completeness, quality, and accuracy of your business content across Google Maps, Destination & Travel Guide pages, and the Google Trips app. This session will offer step-by-step instructions to make sure you’re up to speed on this major platform.

With an increasing number of television and film productions discovering the many benefits of filming in Dutchess County, now is the ideal time to learn the ins and outs of working with the film industry. Nick Pray, assistant location manager for HBO’s *I Know This Much is True*, will help attendees learn how to become film-friendly. Pray’s experience working with locations runs the gamut from the HBO series *Boardwalk Empire*, to indie films like *Paterson* and *You Were Never Really Here*, to the blockbuster *Avengers: Infinity War*. In this Q&A, he will share insights about what location scouts look for and ways you can successfully work with productions coming to the area. Plan on attending this informative session that will take place April 3 at the Vino event space at Crew Restaurant & Bar in Poughkeepsie.

To learn more about DTI’s Lunch & Learn series, visit DutchessTourism.com/tourism-business-events. Registration is required at <http://bit.ly/2019LunchLearn>. 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.



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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 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.



Dutchess Tourism, Inc., operating as **Film Dutchess** in the industry, offers various support efforts to all manner of productions looking to film in the county. For more information, visit DutchessTourism.com/film-in-dutchess

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