Objectives

- Objective 1: Gain clarity about the overarching National DPP Vision and the state role in contributing to that vision.
- Objective 2: Know about current players in the National DPP, and in your state specifically, that are driving traffic, and how your state can best leverage their activities.
- Objective 3: Better understand key audiences and how to access marketing resources to help your state drive traffic.

Agenda

1:00PM  Travel Destinations: Introductions & Objectives

1:20PM  Road & Drivers: The National DPP Road Map & Current Drivers

2:20PM  Driving Strategy: Marketing as a Strategy to Drive Traffic

3:20PM  Driving Skills: Case Examples & Breakouts

4:50PM  Close: Next Steps & Evaluation