

**MEET IN  
WISCONSIN**

**+**

**SPORTS IN  
WISCONSIN**

**+\$500 MILLION**

media  
g people to places



# ADVANCE MEETING + CONVENTIONS & SPORTS IN WISCONSIN

# BENCHMARKS

---

- **Understand the landscape**
- **Support sales efforts**
- **Communication best practices**
- **Prioritize website, digital media and advertising strategy**
- **Research and forecasting data inform decisions**
- **Integrated media campaign expertise**
- **Measure campaign metrics, goals and engagement.**
- **Comprehension and enthusiasm for Travel Wisconsin Brand**

# HOW WILL WE MAKE THIS HAPPEN?

---

- **Develop B2B Brand Positioning and Marketing Strategy with hired agency**
- **New Websites for Meet in Wisconsin & Sports in Wisconsin**



# HOW WILL WE MAKE THIS HAPPEN?

---

- **Unified Participation in Tradeshows**
  - **Connect Marketplace (both meetings and sports)**
  - **American Society of Association Executives (meetings)**
  - **IMEX (meetings)**
  - **Destinations Midwest (meetings)**
  - **Sports ETA Symposium (sports)**
  - **S.P.O.R.T.S Conference (sports)**

