Executive Marketing Task Force Meeting
October 28, 2008
9:30 a.m. – 11:30 a.m.
Dallas Convention & Visitors Bureau
325 North Saint Paul Street, Suite 700
Dallas TX 75201

9:15-9:30 a.m. Registration & Continental Breakfast

9:30-9:45 a.m. Deputy Mayor Pro Tem Dwaine Caraway
   ◦ Opening Remarks

   John Crawford DOWNTOWNDallas
   ◦ Co-Chair Greetings

   Deputy Mayor Pro Tem Dwaine Caraway
   ◦ September Accomplishments & Subcommittee Chair Acknowledgements

   #1 Internal Audience – Celia Barshop
   #2 External Audiences – Reginald Gates
   #3 Tourists & Conventions – Brooke Dieterlen

9:45 a.m.- 10:00 a.m. Local Branding Initiatives

   Case Study #1 DOWNTOWNDallas
   John Crawford/Kourtney Garrett
   ◦ D-Spot Campaign (Internal Audiences)

10:00 a.m.-10:15 a.m. Case Study #2 DCVB
   Ross Crusemann/Dustin Clark
   ◦ “Live Large - Think Big Campaign” (External Audiences)
10:15-10:25 a.m. Questions from the floor for Case Study #1 & Case Study #2

10:25 – 10:30 a.m. BREAK

10:30-11:15 a.m. BREAKOUT SESSIONS

#1 Internal Audience – Celia Barshop
(Area of Focus – Research & Resources)

#2 External Audiences – Reginald Gates
(Area of Focus – Campaign Comparative Analysis; What are similar cities doing?)

#3 Tourists & Conventions – Brooke Dieterlen
(Area of Focus – Campaign Development/Common Messages/Key Findings/Strategic Development)

11:15-11:25 a.m. Brief Subcommittee Wrap-up Reports

11:25-11:30 a.m. Caraway/Crawford Closing Remarks & Next Steps