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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

CITY SECRETARY
DALLAS, TEXAS

9:15-9:30 a.m.

Registration & Continental Breakfast

9:30-9:45 a.m.

Deputy Mayor Pro Tem Dwaine Caraway

- o Opening Remarks

John Crawford DOWNTOWNDallas

- o Co-Chair Greetings

Deputy Mayor Pro Tem Dwaine Caraway

- o 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/Kourtny Garrett

- o D-Spot Campaign (*Internal Audiences*)

Public Notice

081227

10:00 a.m.-10:15 a.m.

Case Study #2 DCVB

Ross Crusemann/Dustin Clark

- o "Live Large - Think Big Campaign" (*External Audiences*)

POSTED CITY SECRETARY
DALLAS, TX

- 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**