Insider’s Guide to Tourism Day

Florida Association of Museums

Wednesday, March 8, 2017, 11:00 am
Webinar
Agenda

- Welcome & Introductions
- Tourism Day Sponsors
- Schedule for the Day
- Talking Points & Economic Impact
- Tips for Your Capitol Hill Meetings
- What to do ALL year long!
- Q&A

@TourismWorks4FL
@FloridaTourism
@VisitFlorida
#FloridaTourismDay
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Florida Association of Museums Team

- Malinda Horton
  Executive Director

- Carmen Godwin
  Program Manager

- Robin Bauer Kilgo
  Special Projects Manager

- Brynne Anne Besio
  CEO, South Florida Museum
  FAM, Vice President
Schedule for the Day

March 14, 2017

Donald L. Tucker Civic Center - Exhibit Hall

- 8 - 9:30 - Registration
- 9 - 11:30 am - Florida Tourism Day Program
- 11:30 am - 1 pm - Lunch
- 1:30 - 5 pm - Legislative Appointments at the Florida Capitol

Downtown Tallahassee

- 5 - 8 pm: Florida Tourism Day Street Party (at the corner of Adams Street and College Avenue)
Talking Points & Economic Impact

- You will receive a packet to leave with your legislators at registration.
- FAM will provide you with talking points for statewide impact.
- Local Economic Impact (museum, county, or city) or brochure
- Bring your Business Cards
Tips for Your Meetings

- Time is extremely limited - be brief and polite
- Sometimes they can’t get an appointment
- Tag team approach with your group
- Make it personal about local impact
- Remember - meet with them in the district (when you don’t need them)
- Attend Local Delegation Meetings
Where to Park


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