

# Convention Sales & Services Leadership Checklist

**Roles:** Chief Sales Officer, Vice President Sales and or Services, Vice President Business Development, Vice President Business Events Marketing

## Membership Essentials

Do I know who Destinations International is and how they can assist my role as a destination professional?

Am I listed as an employee of the organization? Do I have log in credentials for the membership portal?

Does my team know who Destinations International is and how they can assist in their role as a destination professional? Does my entire team have their own log in and password to access the resource?

Is my profile complete with picture, title, and proper contact information?

Do I need to arrange an on-boarding for myself or for my team to review all the resources that I have access to throughout the year?

Have I included the membership of Destinations International into my training plan with any new employees?

Did I print off/forward the Convention Sales and Services Staff Check list for each of my employees and use this as part of their yearly performance discussion?

## Community:

**Online Community** – Have I joined the Convention Sales and Services conversation group? Am I aware of additional group conversations that I can join and be involved in? Do I require any insight into a challenge that myself, my team or destination are currently facing and require some feedback?

**Newsletters** – Have I subscribed to any of DI's newsletters to stay up to date on the latest in the industry and see what other destinations are working on?

**Blogs and Case Studies** – Am I addressing a certain challenge with my destination or in my role, and is there some reading I can do to help aid in my knowledge of this area? Am I working on a best practice or special project that I wish to share with my peers?

**Membership Directory** – Do I have travel coming up to a destination where I do not know my peers? Do I compete against a certain destination and would love to connect and find out more about it?

**Mentorship Program** – Do I require a mentor that could help with my career growth outside of my organization? Have I considered sharing my expertise, knowledge and insights by mentoring another tourism professional?? Have I encouraged all of my sales/services staff to request a mentor?

**RFP Portal** – Do I have a current RFP that I need to tender? Suggestions for items that can be placed on the RFP Portal (Advertising/marketing campaigns, sales training, event services in other destinations, etc.)

**Job Description Library** – Am I looking to re-define some of the sales and services roles within my organization?

**Career Center** – Do I have current employment opportunities that I am looking to fill?

**Volunteering** – Do I have time to serve on a committee? Do I want to join my peers on the convention sales and services committee and help shape initiatives, tools, and resources being created for sales and services professionals?

**Speaker Directory** – Should I put myself forward as a qualified speaker for industry events? Am I seeking a speaker for one of my events with partners, meeting and event planners, or staff?

**Business Member & Partner Directories** – Am I interested in finding out more about some of the organizations that could help me with my yearly goals? Are there organizations who can open doors for me with meeting and event planners? Are there organizations that are addressing challenges that my destination is currently facing and can those contacts help me?

## Professional Development:

**Online Learning Center** – Am I aware of all the pre-recorded webinars and event recordings available for my growth and for my team's growth?

**Weekly Webinar Series** – Am I aware of the upcoming webinars that DI offers? Are there any webinar series that are for my discipline? Do I have recommendations on webinars that I would like to see offered?

**PDM – Professional Destination Management** – Do I have new employees working with a destination organization and need to understand the big picture of our role as an organization? Do I have any staff members who are new to working for a destination organization and would be good to register for the program? Do I have budget set aside to register my staff for this certificate program?

**CDME – Certified Destination Management Executive** – Do I aspire to obtain my CDME? Have I printed off the CDME application to see if I have the credentials that are required to start the process? Do I have my CEO's support regarding submitting my application? Have I reviewed the up-coming locations and registered for the courses I need to complete? Is there anyone on your team who should also commit to this certification? Have I checked to see if my organization can qualify for any scholarships for the CDME program?

**ICC – Intellectual Capital Certificate Program** – Does my staff require training to help develop their sales pitch/ approach? Have I identified my community's intellectual capital, venues, community members, local organizations and ambassadors?

**Business Intelligence Certificate Program** - COMING IN 2024

**In-Person Events** – Am I aware of the dates and locations of these events in 2024? Have I requested to attend these events? Should my team attend these events? Have I thought about the training needed for my team for the year?

**Marketing and Communications Summit** – February 27–29, 2024, Salt Lake City, UT – Sold Out

**Convention Sales and Service Summit** – April 8–9, 2024, Washington, D.C.

**Showcase** – April 10, 2024, Washington, D.C.

**Annual Convention** – July 16 – 18, 2024 – Tampa, Florida.

**30 Under 30** – Am I a new staff member under 30 years old and interested in being nominated to be a part of this year long, career growth? Do I have any staff members who are under 30 who should be nominated to help with their personal development, peer-to-peer networking and career growth?

**Scholarships** – Am I aware of the scholarships that Destinations International offers to help offset some of the costs associated with attending their events?

## Destination Tools:

**Compensation and Benefits Tool** – Did I speak to my CEO or Human Resources Department to understand the information that I can receive from this tool? Have I requested them to pull a report to see how my organization is benchmarked against organizations in my area with similar sized budget and similar number of employees?

**EIC – Economic Impact Calculator** – Does my organization currently subscribe to EIC? Am I aware of the four modules that are available for me to purchase? Do I know how to use the tool properly? Am I aware of the data that it offers my organization? Do I need to schedule a demo or a refresher for me? For my team?

**Mint+** – Does my organization currently subscribe to Mint+? Am I aware of how this tool can help me utilize event history, for prospecting, tracking event growth, negotiations, and overall event execution?

## Advocacy & Research

[Business Events Resource Information Page](#) – Am I aware of the multitude of resources that I have available to not only myself but my team as well? Am I continually checking this web page for the latest and greatest information that pertains to my area?

[Destination Booking Agreement \(DBA\) Toolkit](#) – Is my organization utilizing the most up to date industry best practices for securing future city-wide events with limited liability to the betterment of the organization, local community, and incoming business events? Has my organization revised our own DBA in the last 18 months?

[Destination Organization Reporting Platform](#) – Have I read this information to understand the new sections and key performance indicators in the sales and services area to identify trends and best practices in the sales and services area? Am I aware of the benchmarking information that allows me to see how I fall compared to my comp set? Am I able to use this data in conversations internally and externally?

[Travel Boycotts and Bans](#) – Is my destination struggling with boycotts and bans that are impacting my team's ability to secure conferences and events? Have I read the workbook and understand more about positioning the challenges in my proposals, communications and social media posts? Have I flagged this for a future sales meeting/discussion with my team? Can I impact my communities' conversations around this issue?

[DNEXT – Destination Next](#) – Am I aware of this bi-Annual Report and the opportunity that exists around positioning my destination as it relates to future trends and KPI's? Have I printed off the report and highlighted the challenges and opportunities impacting my destination? Have I distributed this amongst the team and added these discussion points to my future sales/services meeting?

[Additional Resources](#) – Have I checked into some of the additional resource that might be aligned with my leadership role such as the [Architects of Destination Advocacy Podcast](#), [Community Shared Value Workbook](#), [Community Vitality Wheel](#), [Tourism Lexicon](#) and the [Resident Sentiment Study](#)?

## Key Contacts at Destinations International:

### Membership Related Questions:

- ◆ Julie Holmen, Vice President of Membership Engagement ([jholmen@destinationsinternational.org](mailto:jholmen@destinationsinternational.org))
- ◆ Amelia Lincoln, Membership Engagement Manager ([alincoln@destinationsinternational.org](mailto:alincoln@destinationsinternational.org))
- ◆ Peyton Glover, Membership Engagement Coordinator ([pglover@destinationsinternational.org](mailto:pglover@destinationsinternational.org))

### Business Events, Convention Sales and Services Related Questions:

- ◆ Emily Scheiderer, Senior Director, Education and Sales and Services ([escheiderer@destinationsinternational.org](mailto:escheiderer@destinationsinternational.org))

We believe that destination organizations positively impact local communities as a dynamic place to visit, live and work. As such, Destinations International, the global association for destination professionals, elevates tourism by educating, equipping, empowering, and connecting its members to better fulfill their missions and achieve positive results around the world.