

Convention Sales & Services Staff Checklist

Roles: Director of Sales/Services, Director of Business Development, Sales Manager, Services Manager, Sales Coordinator, Services Coordinator and Events Marketing Roles

Membership Essentials:

Do you 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 you have log in credentials for the membership portal?

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

Do I need to arrange an onboarding for myself to review all the resources that I have access to throughout the year?

Was an overview of the resources at Destinations International included into my training plan and yearly professional development goals?

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 – Am 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 grow my knowledge of this area? Am I working on a best practice or special project that I wish to share with my industry 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?

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 tailored for sales and services professionals?

Speaker Directory – Should I put myself forward as a qualified speaker for industry events? Do I consider myself an expert in Business Events and would like my voice to be heard?

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 need to understand the big picture of my role and what a destination organization does? Do I have the time in my week to undertake this valuable training course?

CDME – Certified Destination Management Executive – Have I been encouraged to take this certification? Have I reviewed the application and prepared to have a discussion with my supervisor on committing to the timelines, costs and projects involved?

ICC – Intellectual Capital Certificate Program – Do I require training to help develop my 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 that are aligned with my role? Have I thought about the professional development needed to help grow my career and my peer network?

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:

EIC – Economic Impact Calculator – Is my organization currently subscribed 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?

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, 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 workbooks that might be aligned in my 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)
- ◆ Amelia Lincoln, Membership Manager (alincoln@destinationsinternational.org)
- ◆ Peyton Glover, Membership Engagement Coordinator (pglover@destinationsinternational.org)

Business Events, Convention Sales and Services Related Questions:

- ◆ Emily Scheiderer, Senior Director, Education and Sales and Services (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.