

# STRATEGIC PRIORITIES FOR DESTINATION ORGANIZATIONS

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## CONTENT DEVELOPMENT GUIDELINES

**Destinations International (DI), 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.**



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# Seven Strategic Priorities

Destinations International has identified [seven strategic priorities for destination organizations in 2024](#). These priorities represent major industry and global matters facing our members and guide our programming for industry events, inform our research initiatives, and frame our industry partnerships and product development.

These topics apply to destination organizations of all sizes and locations worldwide and aim to lead strategically while leaving room to adapt to current events as they arise. We invite you to review this list and consider how you may share insights with your peers—whether presenting at an industry event, publishing on our blog and digital channels, or working with us on a special project.



## Community Alignment & Engagement

Destination organizations act as the community brand manager to promote the community as a place to live, work and visit. Destinations align government, community, and industry priorities to increase their competitiveness.



## Destinations Stewardship

Destination organizations elevate resident quality of place by managing a sustainable visitor industry, promoting equitable economic opportunities, and helping to preserve the history, cultures and environment.



## Technology & Digital Marketing

Destination organizations harness the next generation of technological advancements to be the best for their communities.



## Resilience, Stability & Growth

Destination organizations build resilience to withstand economic changes, global disruptions, and technological evolution and emerge stronger and more productive.



## Social Inclusion

Destination organizations cultivate a unified community where everyone feels they are welcomed and belong. Their branding represents every aspect of their communities.



## Success Measurements

Destination organizations share clear and powerful data to help their community understand how they contribute to the well-being of the destination and the achievement of community goals.



## Workforce Development

Destination organizations work with their community to help foster, sustain, and retain a viable workforce that can support the current and future needs of the community.

Destination organizations positively impact local communities as a dynamic place to visit, live and work.

# Blogging Guidelines

Thank you for your interest in writing for the [Destinations International Blog](#). All submissions must provide insights centered around at least one of the above strategic priorities AND include actionable takeaways that destination organizations can implement. Case studies and actionable examples produced by or in partnership with a destination organization are key to engaging the blog audience.

**DI reserves the right to decline submissions that do not adhere to the blog guidelines, edit the headline and summary for spacing and content, and edit for length, style, accuracy and material.**

- ◆ **Membership:** Blog contributors are DI members, business members, or partners.
- ◆ **Themes:** Take a thought-leadership approach and address at least one of the DI strategic priorities. Include takeaways that destinations can implement and feature at least one destination examples. May discuss products and services only if there is clear intent to educate and not to sell.
- ◆ **Social inclusion lens:** respectful and addressing diverse perspectives, experiences, and voices. Blog should address a diverse audience
- ◆ **Length:** Blog posts between 600 and 1,000 words convey information best.
- ◆ **Content:** The author will fact-check and spell-check all content prior to submission to DI.
- ◆ **Original work:** The content is original work created specifically for the DI blog. It does not infringe any trademark, copyright, proprietary right, or any right whatsoever, and it contains no other unlawful matter.
- ◆ **Due Date:** Draft posts are due five days before the agreed publication date. DI makes any necessary edits to the blog before publishing.
- ◆ **Social Media and Sharing:** After blog posts are live, share across social media platforms and tag DI ([LinkedIn](#), [Facebook](#), [Instagram](#)). The contributor shares on other marketing outlets such as newsletters.

## Submit the following with your blog post for consideration:

- ◆ Author headshot (500x500 pixels minimum)
- ◆ Author short bio (100 words maximum)
- ◆ Minimum of two properly licensed photos or graphics (800x600 pixels minimum)
- ◆ Suggested headline (60 characters maximum)
- ◆ Suggested short summary (50 words maximum)
- ◆ Bulleted list of three takeaways to share on DI social media

### CONTACT:

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# Webinar Guidelines

Thank you for your interest in presenting a [Destinations International webinar](#). Webinars must have a thought-leadership approach addressing at least one of the 2024 Strategic Priorities outlined above. Case studies or actionable examples produced by or in partnership with a destination organization are key to engaging the webinar audience.

**DI reserves the right to decline submissions that, at its sole discretion, do not adhere to the webinar guidelines, or edit the webinar title and description for length, style, accuracy, and material.**

## Webinar Topics and Policies

Our members love case studies, particularly when a partner brings a member destination organization into the presentation to share real-world examples, applications, and lessons learned. **We highly recommend that partners include at least one member destination organization as a speaker on their webinar presentations.** New data, research, studies, or publications are also common, popular topics for our webinars.

**Destinations International has a strict policy against sales pitches during presentations. Please ensure that the presentation is NOT a sales pitch for your company, product, or service.**

## Webinar Dates and Structure

- ◆ Partner-led webinars occur bi-weekly, typically on the 2nd and 4th Wednesday of every month, from 11 AM-12 PM or 1-2 PM ET. Webinars may be scheduled on alternate dates and/or times if there are conflicting in-person events or other special circumstances.
- ◆ **Each webinar is up to 1-hour in length and is recorded.**  
**See below for the typical webinar outline:**
  - ◆ **12:30/12:45 – 1:00 PM ET – Speaker Prep:** All speakers should join the call approximately 15-30 minutes before the start time to ensure all technology works properly and conduct a sound check.
  - ◆ **1:00 –1:05 PM ET – Webinar Starts:** DI staff will introduce the webinar, speakers, logistics, and housekeeping and open the topic.
  - ◆ **1:05 – 1:45 PM ET – Speaker Presentation**
  - ◆ **1:45 – 1:55 PM ET – Q&A:** DI staff will moderate audience Q&A.
  - ◆ **1:55 PM ET – Closing:** Back to DI staff to close the webinar.
  - ◆ **2:00 PM ET – Webinar Ends**

## Online Learning Center

- ◆ You may find a list of upcoming and on-demand webinars available for registration in the [Destinations International Online Learning Center](#).
- ◆ All webinars are recorded and archived in the Online Learning Center for up to two years for future registration, access, and viewing.
- ◆ Live and on-demand webinars are free for DI members and \$59 USD for nonmembers. A discount code for promotion can be provided upon request.

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# Speaking Guidelines

CALL FOR SPEAKERS/PROPOSALS OPEN SEPTEMBER-DECEMBER

## A quality presentation...

- ◆ Contains practical information or a case study that will help industry practitioners gain revenue, gain efficiencies, and/or meet their business objectives.
- ◆ Covers a new, specific topic relevant to travel and tourism.
- ◆ Speaks to one of these target audiences:
  - ◆ Small, mid-sized, and/or large destination organizations
- ◆ Does not promote products or contain any kind of sales pitch. If industry vendors are submitting a proposal, the proposal **MUST** include a case study and a Destinations International member speaker. Any speaking proposal focused on product promotion will be disqualified. Discussing general product categories is acceptable if there is clear intent to educate and not sell.

## A quality speaker...

- ◆ Knows their session's intended audience and engages with attendees. When interactivity is part of a lesson, more information is retained.
- ◆ Is collaborative in every sense of the word. This includes collaborating with panelists for an engaging conversation about all angles of a topic. This also includes collaborating with Destinations International to ensure all learning objectives and deadlines are met.
- ◆ Has a passion to present.

## A few additional notes:

- ◆ As always, participation in Annual Convention education is an unpaid, voluntary speaking opportunity. Complimentary registration is not provided.
- ◆ We are interested in different session formats:
  - ◆ Round table discussions – interactivity and collaboration aids knowledge retention and provides attendees with additional networking opportunities.
  - ◆ Instructive presentation
  - ◆ Panel interview or fireside chat
- ◆ Educational sessions are 45 minutes long.
- ◆ Submitters will be contacted about six weeks after the submission deadline.
- ◆ For speaking topics and additional guidelines, visit:  
<https://destinationsinternational.org/article/2024-events-call-speakers>

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