

TAMPA CASE STUDY TOOLKIT

Empowering
Communities
Through Inclusive
Business Events

With the support of



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INTRODUCTION

Destinations International (DI) faced a considerable amount of concern from its members when Tampa Bay was announced as the destination for its 2024 Annual Convention. Members expressed their sentiments to boycott the destination due to the political climate and anti-DEI legislation in the State of Florida. In response to addressing these concerns, the DI team took the opportunity to highlight the importance of engaging communities affected by legislation rather than boycotting a destination based on mainstream perception. More information about DI's position on boycotts and bans can be found in the 2017 report, [“The Weaponization of Travel.”](#)

This toolkit serves as a comprehensive resource to complement the Tampa Case Study. It is designed for destination organizations and convention and visitors bureaus (CVBs) to foster collaboration with clients and meeting planners. Additionally, it equips sales and services, community engagement, event planning, marketing and communications professionals with frameworks to develop legacy-driven meetings and events.

Table of Contents

- 1 Identify The Problem And Develop Your Stakeholder Engagement Strategy
- 2 Develop A Stakeholder Working Group
- 3 Develop Your Narrative And Engage Your Board
- 4 Identify Community Organizations And Establish Vendor And Supplier Relationships
- 5 Create Impact And Legacy Initiatives
- 6 Contribute To The Communications Plan
- 7 Measure And Share Impact

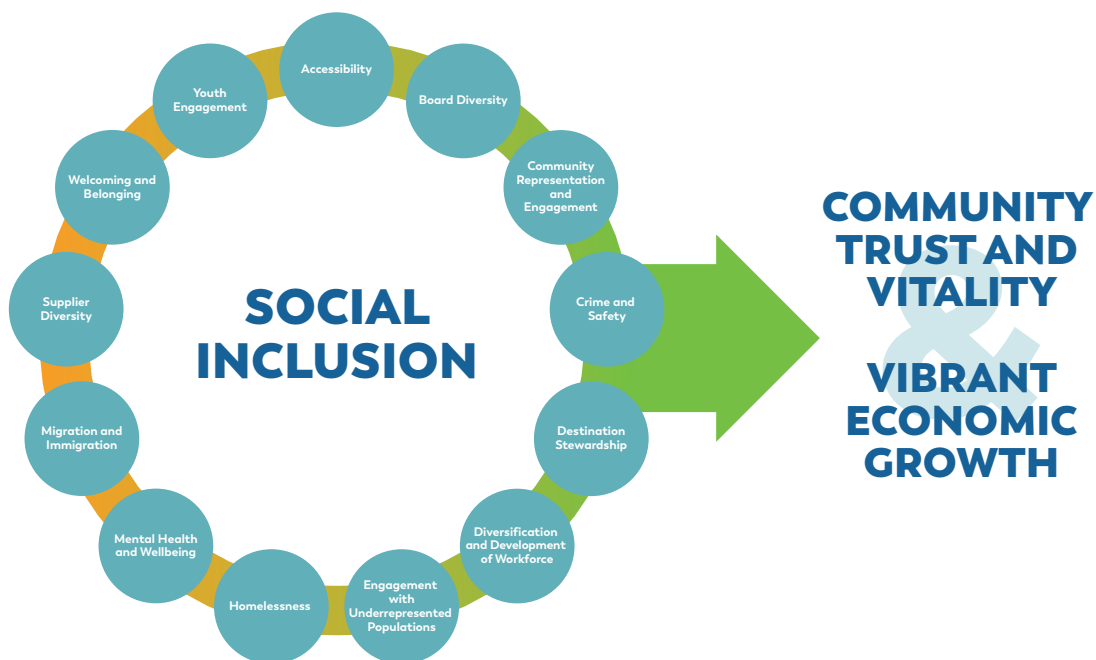
IDENTIFY THE PROBLEM AND DEVELOP YOUR STAKEHOLDER ENGAGEMENT STRATEGY

Meetings and events have the powerful potential to create lasting impact and legacy in a community. Destination organizations and CVBs play a crucial role in showcasing the unique character of the destination, influencing issues affected by legislation and addressing environmental or social factors. The first step is to identify priority topics within your community to better understand how to make a meaningful impact.

Identify Priority Topics Using The Social Inclusion Framework

DI's [Social Inclusion framework](#) is designed to provide destination organization professionals with the ability to identify topics that are critical to the wellbeing of their destination. To build community trust, destination organizations must understand how to respectfully engage underrepresented community members in a positive manner. This level of engagement will strengthen the economy over time.

The Social Inclusion framework pillars represent thirteen key issues that destination organizations are navigating with frequency.



The Social Inclusion playlist provides information about each pillar and is available online [here](#).

Legislation at the local, state, federal, or provincial level can provide insight into community needs and destination perception. C-suite leaders, community affairs and engagement roles, and sales and services professionals should be involved in conversations to align legislation with priority topics of focus from the framework.

Refer to legislation and engage in internal conversations when considering the following:



What groups are most affected by unwelcoming legislation?

What are the critical issues facing our destination?

Who do we need to engage in our planning efforts in preparation for this event?

What outcomes do we want to achieve with the attendee experience in our destination?

What does positive impact and legacy look like in our destination?



Integrate The United Nations Sustainable Development Goals

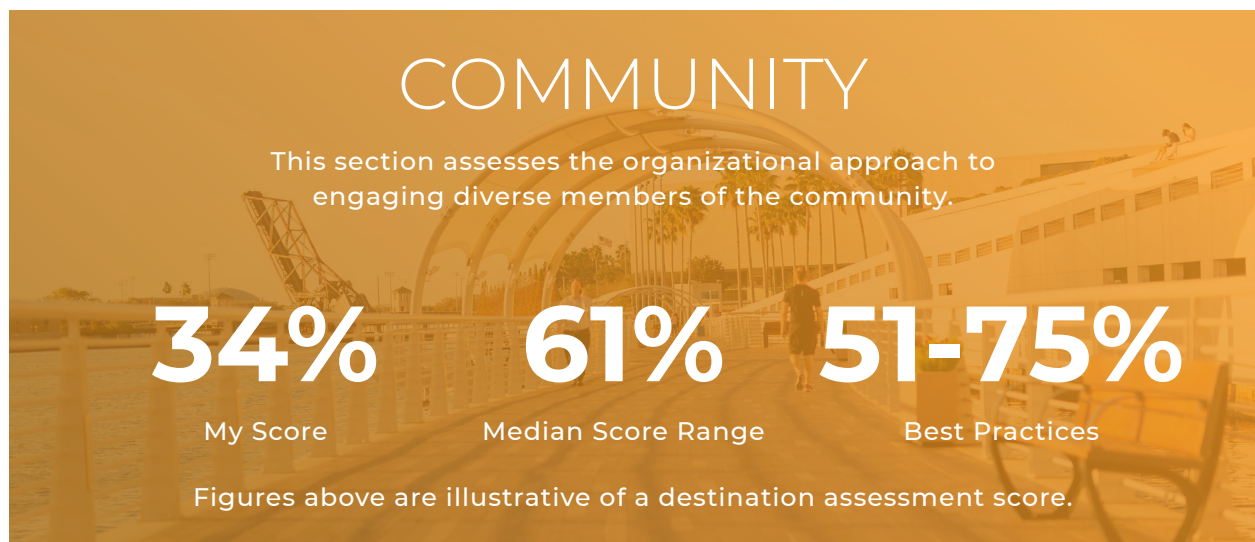
The [United Nations' Sustainable Development Goals](#) (SDGs) serve as a framework to achieve peace, prosperity and inclusion around the world. Destinations International's Social Inclusion framework was formed on four of the SDGs: **Gender Equality**, **Decent Work and Economic Growth** and **Reduced Inequalities**, **Sustainable Cities and Communities**. Destination professionals can integrate relevant SDGs into planning processes to ensure focus on long-term, socially responsible practices. Refer to [Global Goals](#) for resources and actions to take.



Convey Commitment By Adopting The Social Impact Assessment Tool

Destinations International's [Social Impact Assessment Tool](#) is designed for destination organizations to progress inclusion initiatives internally, within the community and for visitors. Fielded annually, the Assessment establishes a benchmark for the entire industry and highlights both strengths and opportunities for improvement, informing how the industry can work collectively to ensure progress.

Results from the Social Impact Assessment Tool can be used by destination organizations and CVBs to emphasize a destination's commitment to inclusion and position their strengths to event strategists and to the industry at large. Measuring across seven dimensions of impact, workplace dynamics, operations and policies, vendor and supplier programs, community engagement, board governance, accessibility efforts and destination stewardship, results can be articulated to build confidence and trust when contracting business events.



Sample Questions from the Social Impact Assessment Tool:

- My destination organization's external messaging demonstrates that we recognize the diversity of the communities in which we work.
- My destination organization demonstrates an intentional approach to being inclusive within the communities in which we serve.
- My destination organization's actively supports causes focused on inclusion in the community.



How can the Social Impact Assessment Tool be utilized to demonstrate your dedication to community engagement and to fostering a welcoming environment for guests of diverse backgrounds and abilities?

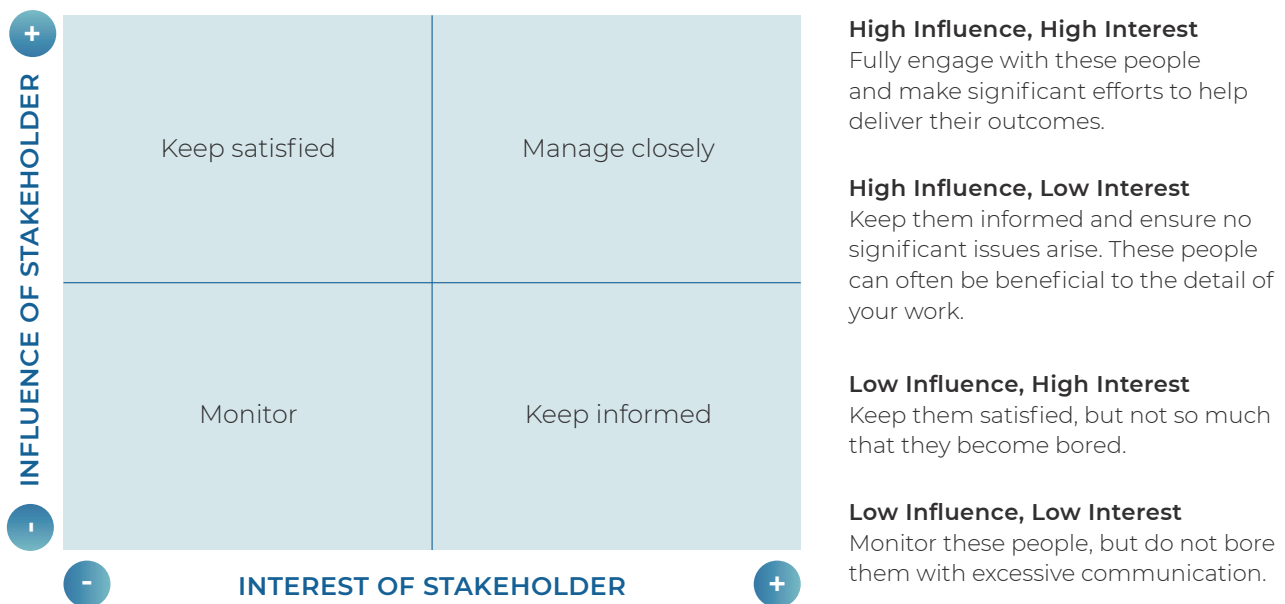
Map Stakeholders

Once the social inclusion topics are identified and measured, reflect on the various external stakeholders needed to support an impactful and legacy-focused event experience. Stakeholders to consider mapping include:

- Academics and Researchers
- Associations
- Board Members
- Business Community
- Corporate Organizations
- Client of the Meeting/Event
- Destination Organization / CVB
- Community Organizations and Nonprofit Organizations
- Community Leaders
- Government Officials
- Industry Representatives
- Meeting and Event Strategist for the Client

Exercise Guidance

Map out your stakeholders on the grid to classify them by both their influence and interest in your work. The position of the stakeholder on the grid should guide stakeholder engagement.

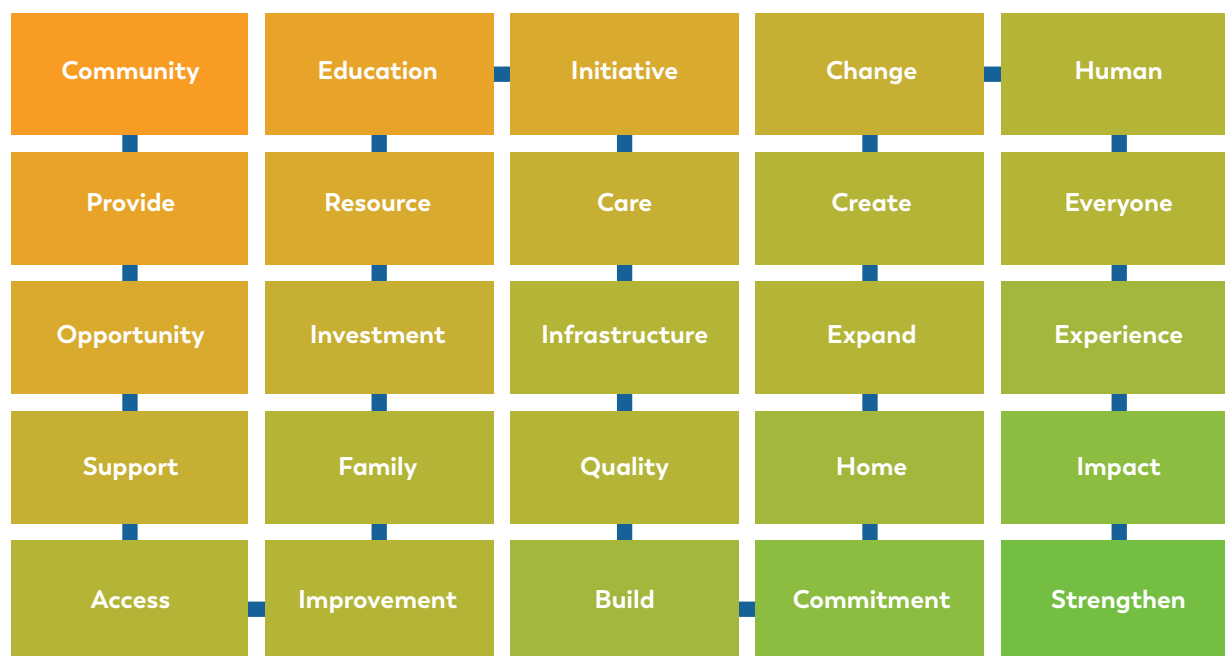


Placement within the four quadrants offers insight into which individuals, groups or organizations need to be managed closely, kept satisfied, kept informed or should be monitored.

Establish Urgency With Government Officials

Government officials are one of the many stakeholder groups to engage with and it is essential to secure their support. Facilitate conversations and issue a statement on how your destination can move forward despite although unwelcoming legislation.

Social Inclusion Lexicon



Incorporate language from DI's [Social Inclusion Lexicon](#) to convey importance in terms valued by government entities.

Engage Respective Stakeholders

Understanding the needs and issues impacting your community requires building proactive relationships with organizations and individuals.

- Contact the stakeholders you have relationships with to get their perspectives on key topics. Ask how they would like to be involved and keep them informed as planning progresses.
- Take the initiative to connect with community leaders and representatives you may not yet know by finding mutual connections or, when appropriate, reaching out directly. Be intentional with your outreach and your goals for each conversation.
- As you work with underrepresented groups, talk with them about key issues that are affecting their communities. Actively listen to barriers and ideas on how to work together, and what impact and accountability can look like in the short and long term.
- After any conversation, summarize points discussed and any decisions made to ensure everyone has a shared understanding and secure buy-in.

SAMPLE QUESTIONS

These questions are designed to create dialogue that fosters trust, mutual understanding and a shared impact vision. They allow destination professionals to listen actively, demonstrate respect for a stakeholder's insights and lay the foundation for a collaborative relationship.

1. Build Trusted Relationships

- Can you share a bit about your organization's mission and the community you serve?
- What are some of the challenges your organization or community is currently facing?
- How can we support your efforts in a way that feels meaningful to you?
- What values are most important to you when partnering with external organizations?

2. Understand Barriers

- What barriers have you encountered when working with other organizations or institutions in the past?
- How do you feel the current landscape (social, economic, legislative) impacts your community and its relationship with the tourism industry?
- What would you like us to be aware of or sensitive to when working with your community?

3. Explore Collaboration Opportunities

- What opportunities do you see for us to work together?
- What resources or support do you need that we might be able to provide?

4. Discuss Impact and Accountability

- What does meaningful impact look like for your community in the short and long term?
- How can we ensure that our collaboration brings about tangible and lasting benefits?
- What measures of accountability would you like to see in place?

5. Look Forward

- What would you like to achieve through our partnership in the next six months?
In the next year?
- Are there other community leaders or organizations you recommend we connect with to build a broader, more inclusive partnership?

Illustrate Lasting Impact

Once you have determined topics impacting the community and engaged with stakeholders, this information can be utilized in several ways:

1

To help sales teams attract new business and differentiate themselves from competitors. Sales teams can discuss community involvement with potential clients. Language around impact or legacy programs can be included when responding to an RFP.

2

To provide meeting planners and organizations with insights on the importance of engaging with the community rather than boycotting the destination.

3

To facilitate discussions with meeting planners and organizations on how their events can positively impact both the community and attendees.



DEVELOP A STAKEHOLDER WORKING GROUP

A stakeholder working group ensures that all perspectives are represented when planning impact and legacy event strategies. Representatives from the destination organization or CVB, the client and the event planner should collaboratively align on the community topic(s) they wish to support. Once established, the following steps should be taken:

1 Identify Key Stakeholders:

Use the stakeholder map to confirm key stakeholders that should be a part of the working group.

2 Define Objectives and Establish Roles and Responsibilities:

Define the group's purpose, objectives, and assign clear roles and responsibilities based on expertise..

3 Foster Collaborative Relationships:

Encourage open communication among the working group to share ideas, discuss challenges, and develop solutions.

4 Develop a Regular Meeting Cadence:

Create a timeline with milestones at the first meeting to keep all parties accountable.

5 Monitor Progress:

Implement a system for tracking progress of your initiatives and communicate decisions.

6 Accountability:

Regularly review upcoming deadlines and milestones to ensure your working group has the support they need to progress.

DEVELOP YOUR NARRATIVE AND ENGAGE YOUR BOARD

In the working group's first three meetings it is crucial to establish a strong, shared narrative that defines what impact and legacy will look like for both the community and the event.

Develop Your Narrative

Craft a narrative that highlights the significance of local engagement by discussing the following questions with your working group:

- What aligned goals are we aiming to achieve through this event?
- What type of impact do we want to create?
- How can we ensure attendees feel engaged and connected to the community?

After these questions are discussed and answered by your working group, draft a narrative that includes the following elements:

01

A powerful theme that highlights a clear purpose and objectives.

02

An audience-centered approach to create understanding among community members and attendees.

03

Human-centric stories to create an emotional connection.

04

A connection to broader goals, such as the United Nations' Sustainable Development Goals.

05

An emphasis of impact and legacy for the community.

06

A call to action, inviting stakeholders and attendees to join you on this journey.



Does your narrative fulfill these six elements?

Engage Your Board

Board engagement ensures that the event's strategic direction and initiatives are aligned with the organization's mission and values. Board members should understand how proposed topics can positively impact the community.

Highlight the following elements in a board presentation:

1 Introduction:

The importance of creating impact initiatives aligned with the selected topic(s):

- Organizational values
- Reputation enhancement
- Competitive advantage

2 Community Benefits:

- Strengthening the local community
- The importance of building stronger partnerships
- Positive social change

3 Economic Impact:

- Through increased collaboration with stakeholders
- Attraction of new business opportunities for the destination and for the community
- Perspective of long-term economic growth

4 Legacy and Long-Term Benefits:

- The impact of creating a legacy
- Sustainable tourism development
- How success will be measured (such as: community feedback, economic impact reports, media coverage)

5 Risk Management and Mitigation:

- Managing potential risks associated with initiatives
- Ensuring alignment with conflicts of interest

6 Resource Requirements:

- Budget considerations
- Staff and stakeholder involvement
- Timeline and milestones

7 Call to Action:

- How and where board support is needed
- Commitment to action
- Next steps



Can you connect board interests, experiences and backgrounds with your message so the presentation resonates?

IDENTIFY ORGANIZATIONS AND ESTABLISH VENDOR & SUPPLIER RELATIONSHIPS

With the working group, review the results from the stakeholder mapping tool to identify community members and organizations that align with chosen event topics.

Consider the following:

- How do the mission and vision of the local organization align with destination and event client values?
- What impact does the local organization have on the community?
- What is the local organization's capacity to engage diverse and underserved community members?
- What educational opportunities can this organization offer to attendees?

If you have not established a relationship with this community organization, refer to the prompts from Part 1 to introduce the mission and purpose of your destination organization/CVB. Explain how meetings and events can positively impact the organization's goals. Make sure to listen carefully to their ideas and potential concerns and conclude the meeting by outlining the next steps.



Vetting A Community Organization

When identifying charities or nonprofits for a meeting or business event, it is important to thoroughly vet these organizations to ensure alignment with your goals and values, positive impact upon the communities and attendee experience. Refer to third party organizations like [Guidestar](#), [Charity Navigator](#), [Brightfunds](#) or [Globalgiving](#).

The following are criteria to consider:

1

Mission and Value Alignment:

- Ensure that the organization's mission, vision and values are **compatible** with those of your organization and your client, as well as align with the event's specific goals.
- Consider how the organization fits within your **broader strategic goals**, ensuring they can contribute to long-term objectives.

2

Impact and Effectiveness:

- Assess the organization's **history of delivering results**, looking for measurable impact, success stories or data that demonstrate their effectiveness.
- Determine the organization's ability to positively **influence the community**, particularly in reaching underserved or marginalized groups.
- Consider whether the organization's initiatives are **sustainable and capable of producing long-term benefits**.

3

Financial Health and Transparency:

- Examine the organization's financial statements to ensure they are **financially stable and transparent**. These can often be found on the organization's website or through platforms like those mentioned above.
- Check how the organization **uses its funds**, with a significant portion ideally going towards programs and services rather than administrative costs.
- Evaluate how effectively the organization **conducts its fundraising**, with emphasis on minimizing costs relative to the amount raised.



4

Governance and Leadership:

- Look into the **experience and expertise** of the organization's leadership team, as strong leadership is crucial for ethical and effective operations.
- Assess the **diversity and engagement** of the organization's board of directors. This is often an indicator of robust governance.
- Ensure the organization **has accountability mechanisms** in place, such as regular audits, impact assessments and public reporting.

5

Legal Compliance and Accreditation:

- Verify that the organization is a **registered nonprofit in good standing** with regulatory bodies. This can be confirmed through government databases or nonprofit accreditation organizations.
- Look for any certifications or accreditations that indicate the organization **adheres to best practices** in the industry.

6

Community and Stakeholder Relationships:

- Investigate the organization's **reputation within the community** by seeking feedback from local stakeholders, other nonprofits or businesses.
- Consider the organization's **past collaborations** with other entities, as successful partnerships can indicate their ability to work effectively towards shared goals.
- Obtain **testimonials** from other organizations, partners or beneficiaries who have worked with the nonprofit to gain insight into their reliability and impact.

7

Capacity and Readiness:

- Ensure the organization has the resources—such as staff, time and materials—to **engage meaningfully** in the partnership.
- Discuss the organization's **readiness and enthusiasm** to partner with your destination organization, gauging their commitment to the collaboration.
- Evaluate the organization's ability to **scale its impact** if the partnership expands.

8

Ethical Practices:

- Look for **transparency** in the organization's operations, including clear communication about their programs, finances and outcomes.
- Verify that the organization **follows ethical standards**, such as non-discrimination policies and fair treatment of employees and volunteers.
- Check for any potential conflicts of interest within the organization's leadership or partnerships that could **affect their integrity**.

9

Cultural and Community Sensitivity:

- Assess whether the organization is **culturally sensitive and understands the social dynamics** of the local community. This ensures respectful and effective engagement.
- Ensure the organization is **committed to inclusivity and diversity** in both its internal operations and external programs.

10

Media and Public Perception:

- Research the organization's **public image** and media coverage. A positive public perception can enhance the credibility of your partnership.
- Review how the organization has handled past crises or controversies to understand their **resilience and commitment** to ethical practices.



Do the community organizations you identified align to these best practices?



Grant Considerations

Consider the following criteria if grants or funding are given to a local organization:

- Being a qualified 501c3 not-for-profit organization in good standing with the Internal Revenue Services (IRS). Note: this is specific to United States destinations and based on US laws.
- The grant addresses a systemic issue with a sustainable and innovative solution.
- The organization prohibits discrimination of any type protected by federal, state, or local laws in their hiring practices, employment practices, and client services.
- The organization promotes a diverse and inclusive culture.
- The grant request demonstrates that the funding will move the organizational mission forward during a startup or program expansion phase.
- The grant request cannot be used to fund existing operational budget expenses.
- The grant cannot support memberships, dues, admission to events or goods bought at auction, or anything of more than incidental benefit.
- The grant request provides clear budget requirements and timeline milestones for progress towards the stated objective.
- The organization can provide progress updates and initiative completion reporting, pictures/video or site visits.



**Do the community organizations identified have grant funding?
If so, how is the funding utilized?**



Source And Establish Vendor Relationships:

Evaluate the supply chain of a meeting or event to consider where there are opportunities to contract small and diverse businesses. Ideas include:

- **Accessibility Services:** Transportation services, wheelchair rental services, other services and adaptive technologies to meet the needs of disabled travelers
- **Amenities and Local Gifts:** Candles, snacks, local merchandise, handmade jewelry
- **Childcare Services:** Onsite services for attendees
- **Customized Apparel:** Screen printers, local designers
- **Entertainment:** DJ, arts organizations, performance companies, cultural performers
- **Event Design and Decor:** Florists, furniture rental services, event designers
- **Food and Beverage:** Local flavors, dessert shops, mocktail and cocktail vendors
- **Printing and Marketing Materials:** Local printers, graphic designers
- **Technology and Audio/Visual Needs:** AV or technical support
- **Venue Selection:** Opening location, closing location, reception locations
- **Wellness and Relaxation:** Spas, yoga studios, health and fitness coaches
- **Other Services:** Photography, videography



Where can you integrate diverse vendors and suppliers in your event?



How To Find Small Businesses And Vendors

Small businesses and vendors may not be aware of what a destination organization or a CVB is, mission, purpose and value of your organization. Provide examples of how these businesses could engage with your team through meetings and events held in your destination. Here are some ideas on where to find these vendors:

- Chambers of Commerce
- Co-working offices
- Community and networking events
- Economic development offices
- Local newspapers and magazines
- Online reviews
- On-the-ground research via local markets and walking your destination
- Recommendations and referrals
- Social media and hashtags
- Small business development centers
- Venues

Issue an RFP to capture responses from small businesses and be clear with your organizations expectations of the service, and what success looks like. For more information about creating RFPs, refer to [The RFP of the Future](#) as a resource.

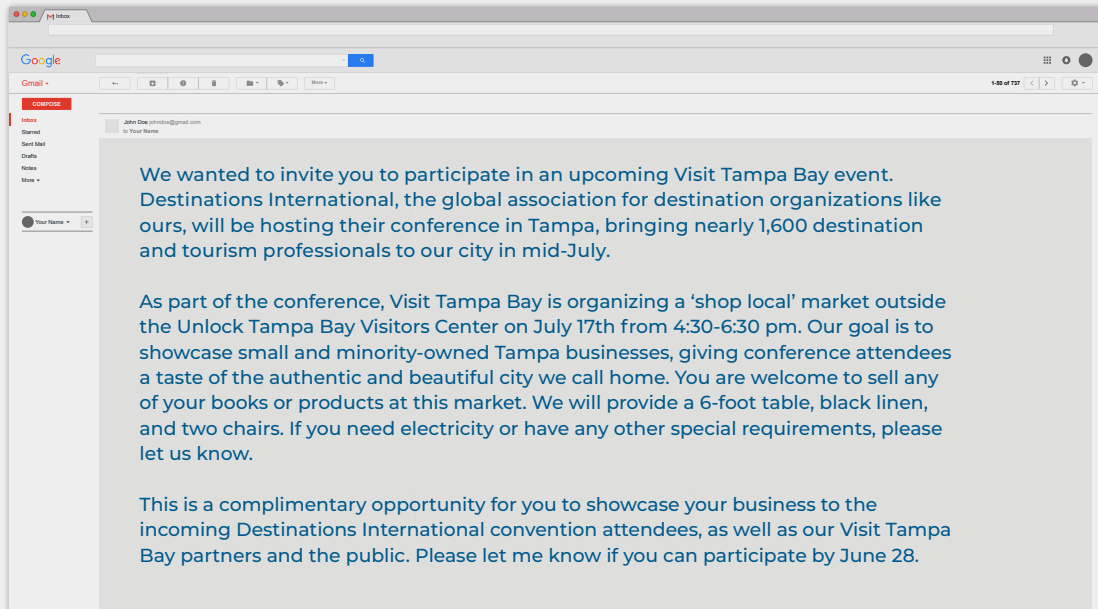


What resources and relationships can you leverage to identify small businesses and vendors?

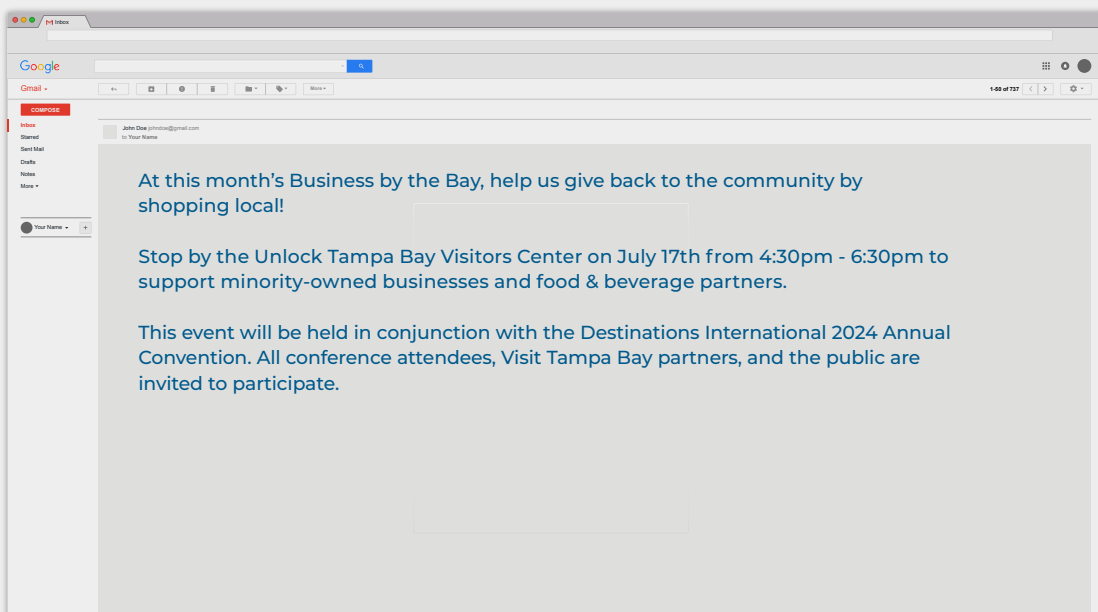
Sample Messaging

Visit Tampa Bay (VTB) sent the following messages to local businesses, creating awareness and interest for the Sunset Market Event:

Message 1: Individual email outreach



Message 2: Newsletter announcement



CREATE IMPACT AND LEGACY INITIATIVES

In the context of Corporate Social Responsibility (CSR) events and meetings, “impact” and “legacy” are related but distinct concepts that refer to the different ways an event can contribute to the community and stakeholders involved. As the working group selects the impact and legacy initiatives to pursue, it is important to consider the attendee experience and the diverse ways people learn and engage during a conference.

Impact

Impact refers to the immediate, tangible effects and outcomes of a CSR event or meeting on the community, environment and stakeholders. It is the direct result of the actions taken during the event.

Characteristics

- **Short-Term Focus:** Impact is often associated with short-term results, immediate benefits, or outputs that occur as a direct consequence of the event.
- **Measurable Outcomes:** Impact is typically quantifiable, such as the number of trees planted, meals served, funds raised or volunteers engaged.
- **Direct Benefits:** Impact benefits the community or cause in a clear and direct way, addressing specific needs or challenges.

Examples of Impact

- Organizing an immersion experience for attendees to volunteer and learn about the impact of the organization's mission.
- Donating to local nonprofits, providing immediate financial support.
- A meeting that includes a beach cleanup, removing significant amounts of trash and debris from the coastline.

Legacy

Legacy refers to the long-lasting, enduring influence or change that a CSR event or meeting leaves behind after it has concluded. Legacy creates sustainable, long-term benefits that continue to positively affect the community and stakeholders over time.

Characteristics

- **Long-Term Focus:** Legacy is concerned with the lasting impact or outcomes of the event, often continuing to influence the community long after the event has ended.
- **Sustainable Change:** Legacy involves initiatives or changes that contribute to ongoing development, capacity building or systemic improvements.
- **Enduring Benefits:** Legacy benefits are more strategic and focused on creating a foundation for future progress or ongoing support for a cause.

Examples of Legacy

- A CSR event that leads to the establishment of a new community center or educational program that continues to serve the community for years to come.
- A meeting that results in the creation of a long-term partnership between a company and a local nonprofit, leading to ongoing support and collaboration.

Impact Experience Ideas

Offsite Immersion Experience:

Attendees are taken out of their event environment to engage in a hands-on, immersive experience that deepens their understanding of a particular subject, culture, community or environment. These experiences are designed to provide firsthand perspective, often related to the goals or themes of the larger event. This activation could also incorporate a volunteer element to further advance the organization's mission. Attendees are engaged through:

- Real-world context
- Cultural or social insight
- Connection to event themes



Community Impact Initiative:

Two or three nonprofit organizations or charities are chosen to align with event themes. Attendees are given information about these organizations and their impact on the community. They are encouraged to donate or vote on which organization should receive contributions. The donations are then distributed based on the percentage of votes each organization receives.

The destination organization/CVB is responsible for setting up the online fundraising platform and creating a simple voting mechanism for attendees. The destination and client are encouraged to donate a starting amount to inspire attendees to contribute. Attendees are engaged through:

- Education and awareness on social issues
- Contribution gamification



Shop Local Market Experience:

Curate a shopping experience for attendees to purchase gifts, locally inspired arts, crafts, beverages and snacks from local and minority owned small businesses. Attendees are engaged through:

- Connection with local businesses
- Contribution to the local economy
- Cultural and social insight



Local Artisan / Cultural Demonstrations:

Select interactive experiences with local artisans such as live painting, craft demonstrations or cooking demonstrations. Attendees are engaged through:

- Cultural and social insight
- Fun and interactive experience
- Educational awareness

Legacy Experience Ideas



Meaningful Travel Map:

This map, powered by [Tourism Cares](#), provides attendees with information on socially-conscious businesses specializing in products, services, experiences or tours that attendees support when visiting a destination for business or leisure travel. Businesses can be added to the map at any time after being vetted. Legacy is created by:

- Highlighting vetted businesses on map
- Repurposing map for multiple events
- Inclusion and promotion in Tourism Cares' global map



Youth Engagement and Shadow Opportunities:

This program allows young people, typically students or early-career individuals, to observe and learn from professionals in a real-world setting. This type of opportunity is designed to provide valuable insights into the industry, career paths and the inner workings of events or meetings. Students are paired with professionals with mutually aligned interests, they attend sessions, explore career paths and network with attendees. Legacy is created by:

- Inspiring future leaders
- Building industry awareness
- Creating a culture of mentorship



Scholarship Opportunities:

Identify a local scholarship program to support under-represented youth. Provide an opportunity for attendees to contribute to the scholarship. Legacy is created by:

- Educational advancement
- Career development opportunities
- Youth empowerment



Session Topics And Speaker Selection Guidance

Session topics and speaker selection have the power to create both impact and legacy. Together, they not only enhance the event itself but also contribute to the long-term growth and development of the community, foster inclusivity and build lasting relationships that can continue to yield benefits well into the future.

As content is developed for a client's event, provide event organizers with suggestions on how local topics and local speakers can be incorporated. Consider the following ideas:

- Identify local keynote speakers, academics and industry experts who can contribute to the event's content.
- Engage with community leaders who are deeply connected to local social issues, cultural initiatives or sustainability efforts.
- Highlight local entrepreneurs and innovators who are driving change in their industries.
- Include sessions or events that feature local artists, musicians or cultural performers.
- Develop sessions that focus on case studies or success stories from the local area.
- Tailor content to address local challenges or opportunities relevant to the event's broader themes.
- Collaborate with local universities or research institutions to include academic perspectives in the event.
- Engage students from local institutions to participate in or even help organize sessions.
- Organize panels or roundtables featuring leaders from local industries that are relevant to the event's themes.
- Create opportunities for local businesses to showcase their products, services or innovations during the event.



Do the session topics and speakers align with your impact and legacy goals?

CRAFT A COMMUNICATION PLAN

Incorporating local perspectives into event communications helps a community gain a deeper understanding of what is happening in their area and highlights the value that the destination organization/CVB brings.

Community-focused communications plans offer attendees valuable connections and insights into the local community, making them feel more invested in or reassured about attending an event. Contribute to the communications plan through an aligned strategy.

Create Impact-Based Messaging And Content

- 1 Develop messaging that emphasizes the positive impact the event will have on the local community, including economic benefits, social contributions and environmental sustainability efforts.
- 2 Promote specific economic benefits that the event brings to the local community, such as increased tourism, job creation and support for local businesses.
- 3 Feature stories about local businesses that are benefiting from the event. This could include testimonials, business spotlights or case studies.
- 4 Highlight efforts to reduce waste, conserve energy and support local environmental projects. If the event has received any sustainability certifications or awards, promote these achievements.
- 5 Clearly articulate the event's legacy objectives, such as long-term community benefits, educational programs or ongoing collaborations. Position the event as a catalyst for lasting positive change in the community.
- 6 Create content that highlights the event's impact initiatives, such as partnerships with local nonprofits, volunteer activities or sustainability practices. This can include stories, case studies or testimonials from beneficiaries.



Framework For The Communication Plan

✓ TITLE OF ACTIVATION	✓ SPECIFIC PEOPLE/ROLE(S) THAT SHOULD BE INVOLVED	✓ NEXT STEPS
✓ PURPOSE OF ACTIVATION	✓ TARGET AUDIENCE	✓ DECISION MAKER(S)
✓ DESCRIPTION	✓ KPI(S) FOR SUCCESS	✓ NOTES
✓ TIMELINE (LIVE DATE)	✓ STORY/HEADLINE	✓ HYPERLINKS TO CONTENT
✓ DESTINATION/INDUSTRY PARTNER NAME	✓ CSR STORY IDEAS	

Engage Local Media And Influencers

- Develop a local media contact list inclusive of multicultural outlets to share stories about the event's impact on various identities within the community.
- Provide information on local leaders who are passionate about inclusion, social responsibility, sustainability or community development. These leaders can help spread the word about the event. Influencers can share behind-the-scenes content, highlight impact activities and encourage or educate their followers about the event or industry.
- Provide pitch-worthy ideas such as how the event supports local businesses, people, causes or legacy efforts.

Utilize Digital Platforms

- Launch social media campaigns focused on collaboration, event impact and legacy. Use platforms that resonate with different audience segments, including attendees, local residents and global participants.
- Develop digital content such as blog posts, videos and infographics that showcase the event's positive impact on the community. Highlight stories of local and explain how the event's legacy will continue to benefit the region.
- Develop an event hashtag that highlights themes of impact and legacy. Encourage attendees, sponsors, and partners to use these hashtags to share their experiences and contributions.



How can the impacts of your event be supported by a holistic communications strategy?

Tell Stories Through Traditional Media

- Issue press releases that focus on the event's impact and legacy initiatives. Highlight the organizations involved, the expected outcomes and the long-term benefits for the community.
- Provide journalists with media kits that include information about the event's impact initiatives, local partnerships and legacy goals. Include quotes from key stakeholders and images of local community projects.
- Arrange for local TV or radio segments that feature event organizers, local partners and community members discussing the event's positive contributions.

Outreach To Community

- Develop targeted campaigns aimed at residents to raise awareness of the event's impact. This could include flyers, newsletters, social media posts or community meetings.
- Use the destination organization's network to recruit volunteers for event-related CSR activities. Promote volunteer opportunities through local channels, emphasizing the chance to contribute to meaningful community projects.
- Collaborate with local nonprofits, schools, and community groups to promote the event and its impact initiatives.

Develop Legacy Focused Content

- Produce videos or written stories that document the event's legacy. This could include before-and-after snapshots of community projects, interviews with beneficiaries or updates on how the event's contributions are being used over time.
- Create and distribute post-event impact reports that detail the outcomes of the impact and legacy initiatives. Share these reports with attendees, board members, sponsors and the broader community.
- Continue to communicate about the event's legacy after it has concluded. Provide updates on how the initiatives are progressing and share success stories illustrating the event's lasting impact.



Does the communication plan align to your community-focused strategy?

MEASURE AND SHARE IMPACT

After every discussion with the working group and stakeholders, it is essential to clearly define what success looks like and determine how to measure progress. Communicate event impact metrics with your client and their attendees, board members, the community, and media outlets.

Define KPIs To Measure Outcomes

Create key performance indicators (KPIs) that directly measure the immediate outcomes of your initiatives. Examples include:

- **Number of community members engaged or assisted**
- **Number of items donated**
- **Number of people who voted on an initiative**
- **Amount of funds raised or resources distributed**
- **Reduction in waste or carbon footprint**
- **Number of social media impressions, engagements and comments**
- **Number of times an impact hashtag was used**
- **Number of views for news shared about the impact of the event**
- **Number of website views**

Measure Legacy Initiatives

Develop KPIs that track long-term effects, such as:

- Sustained community benefits (e.g., educational programs, scholarship programs, job creation)
- Continued partnerships or collaborations initiated by the event
- Long-term changes in community behavior or practices



What KPIs will you use to measure impact and legacy?

DATA COLLECTION METHODS

Quantitative and qualitative data are key to understanding attendee and community sentiments, offering insights into which activations resonate with various audiences.

Methods to Collect Quantitative Data:

- **Surveys and Questionnaires:** Use surveys and questionnaires before, during, and after the event to gather feedback from attendees, community members and partners. This can provide data on satisfaction levels, awareness and perceived value.
- **Participation Metrics:** Track participation numbers, such as the number of volunteers, attendees at specific sessions or local businesses involved.
- **Economic Impact Analysis:** Conduct an economic impact analysis to measure financial benefits to the community, such as increased tourism revenue and job creation. The [Event Impact Calculator \(EIC\)](#) can provide this type of financial data.

Methods to Collect Qualitative Data:

- **Interviews and Focus Groups:** Conduct interviews or focus groups with key stakeholders, including community leaders, participants and local partners to gain deeper insights into the impact of the initiatives.
- **Testimonials:** Gather testimonials from attendees and community members about the event experience.
- **Observational Data:** Capture observational data through imagery or video during the event to capture qualitative aspects, such as the level of engagement.

Share Impact

Sharing the impact of your event allows all stakeholders, including community organizations, government officials, residents and your clients, to understand that success has been achieved. These efforts can further be used to increase awareness and potential event interest from prospective clients. Consider the various channels and spaces your stakeholders occupy and develop impact stories to reach them effectively.

Create detailed impact reports that summarize the data collected, highlight key achievements and provide insights into lessons learned. Develop case studies that showcase specific examples of how the initiatives have benefited individuals or organizations. Share these reports with stakeholders, sponsors and the community.

Use your social channels to show how your destination engages with the community through meetings and events. Place case studies, infographics, community partner profiles, local speaker spotlights, attendee testimonials and visuals on your website for potential clients to understand how you integrate impact and legacy into meeting and events.

Impact Reporting Categories

These eight categories assess the multifaceted impact of events

- 1 Economic Impacts
- 2 Hotel and Accommodation Impacts
- 3 Venue, Vendor, and Supplier Impacts
- 4 Marketing and Media Impacts
- 5 Social Inclusion Impacts
- 6 Environmental Impacts
- 7 Local Engagement Impacts
- 8 Delegate Impacts



Consider: How can sharing impact internally create pride within your organization? How can sharing impact externally create positive sentiments for your organization and your community?

Leveraging Intellectual Capital for Future Sales Prospects & Maximizing Current Event Integration

Destinations looking to leverage their intellectual capital should focus on integrating these insights into their sales strategies, both organizationally and in individual markets. By classifying and organizing their destination's unique capital assets, professionals can better articulate the value of their organization and extend that value to event strategists. Aligning these insights with incoming business events will help sales professionals differentiate their destinations and attract high-quality business opportunities. This approach fosters engagement and aligns with broader business event strategies.

How to Leverage Your Intellectual Capital

- 1 Incorporate your destinations' intellectual capital into sales proposals and requests for proposals (RFPs) to attract clients.
- 2 Build case studies and success stories that illustrate past events' inclusive impact and share them in RFP responses and during sales prospecting opportunities.
- 3 Collaborate with incoming groups on inclusive event design showing how your organization can help them achieve both short-term event goals and long-term legacy outcomes.

To gain greater knowledge on how to maximize these opportunities, [Destination International's Intellectual Capital Certificate \(ICC\) program](#) covers key topics such as defining destination intellectual capital, organizing sales and service strategies, establishing, and maintaining local relationships, and measuring success, making it an essential resource for integrating these elements into your sales approach.

Conclusion

This toolkit serves as a practical guide for destination professionals to foster inclusive business events that create lasting community impact and legacy. By leveraging the tools and frameworks provided, destinations can align their sales strategies, integrate diverse perspectives, engage the community, educate attendees, and measure their success through both immediate and long-term outcomes. Together, these efforts ensure that business events contribute to the social and economic vitality of the communities they touch.

ADDITIONAL RESOURCES

We encourage you to customize and integrate the guidelines from this toolkit into your meetings and events strategy. The resources provided below offer further context and support to highlight the significance of community engagement in creating meaningful impact through your events.

Community Vitality Wheel

DestinationsInternational.org/Resource/Community-Vitality-Wheel

Destination Promotion A Catalyst for Community Vitality

DestinationsInternational.org/Destination-Promotion-Catalyst-Community-Vitality

Event Impact Calculator

DestinationsInternational.org/Event-Impact-Calculator

Destination Effect Campaign

TheDestinationEffect.com

Intellectual Capital Certificate (ICC)

DestinationsInternational.org/Intellectual-Capital-Certificate-Program

Meetings Resources

DestinationsInternational.org/Meetings

Social Impact Assessment Tool

DestinationsInternational.org/Equity-Diversity-Inclusion/Assessment-Tool

Social Inclusion Resources

DestinationsInternational.org/Social-Inclusion