Outcomes from an eMarketing education cohort with participating Convention and Visitor Bureaus

7 Participating CVBs

3 month Cohort

Modes of Teaching
• Face to face
• Online webinars
• One on one consulting
• Peer to peer learning
• Independent learning

Topics
• Social media initiative to have people share “Secrets of “Morrison County” photos. Winners to be printed in quarterly Visitors Guide.
• Teach resort managers how to manage their business’s presence on location based services (i.e. Google Maps, Yelp)
• Create a brand new website that is more user friendly and incorporates responsive design.
• Social media initiative to promote annual “Style Show” (fashion show). Ask people to share photos of their favorite local fashion purchases.
• Focus website to promote local events and attractions.
• Develop an online meeting and conference guide which currently is paper only.
• Promote local biking trails by making the trail routes downloadable to mobile devices.

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