

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau PARTNERSHIP BENEFITS

GETTING STARTED CHECKLIST

WITHIN 3 MONTHS:

- Use this checklist as a guide to get started.
- Update your business/contact information by emailing partners@arlington.org.
- Update all your publication and Partner webpage listings in Partner-net.
- Add your events to the Arlington.org calendar.
- Upload your up-to-date-photos in Partner-net.
- Upload your brochures, sales flyers, layouts, etc. to Partner-net for our reference and use.
- Read the Partner Update e-newsletter for upcoming events and industry news.
- Schedule a consultation with our Partnership Department to develop a plan that will maximize the value of your Partnership.

WITHIN 6 MONTHS:

- Talk to us about setting up an introduction meeting so key Arlington CVB staff members can get to know your needs and how we can assist in promoting your business.
- Attend an Arlington Marketing Partners (AMP) Meeting (monthly) networking event, educational event or Partner orientation to build relationships with other partners and our staff.
- Utilize the Convention Calendar to connect with events coming to Arlington and anticipate staffing needs.

WITHIN 9 MONTHS:

- Update Arlington CVB on any changes or news since you joined, so we can help get the word
- Touch base with the Partnership Department to follow up on your original consultation and find out what else you can do to take advantage of Partner tools.
- Review and update your Partner Record information (listings and contact information) in Partner-net.

Contact April Luter, Director of Partnerships & Programs, april@arlington.org to schedule a quick training session for Partner-net.



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