

GETTING STARTED CHECKLIST

Upon the completion of your Partnership application, you are invited to complete a short training session covering our Partner-net system. We encourage you to log in to Partner-net as soon as possible after the training. Then use this checklist to ensure you are taking full advantage your Partnership throughout the year.

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 out
- Touch base with the Partnership Department to follow up on your original consultation and find out



APRIL LUTER

Director of Partnerships & Programs

P: 817.704.7570

april@arlington.org

www.arlington.org/partner