

- VISIT BATON ROUGE'S - DESTINATION EXPERIENCE



WELCOME TO THE RED STICK!

You'll experience our one-of-a-kind southern hospitality the moment you land in Baton Rouge from your first site visit through your closing session. With abounding opportunities to experience the history, culture, music, food and magic of Louisiana, your attendees will never be at a loss for something new and exciting to do in Baton Rouge. The Visit Baton Rouge Experience Department is here to help you plan the perfect meeting in the Red Stick!

PLANNING SERVICES

Let our experienced team guide you through the planning process. Use our expertise and rely on our partner relationships:

CITY SITE INSPECTIONS

Let us show you first hand the facilities, amenities and activities in Baton Rouge. The Destination Experience team will accompany clients on city site inspections before your conference or convention.

PROMOTIONAL MATERIAL

Visit Baton Rouge can provide our official visitor guide, maps and ditty bags for conference attendees. Want to Geaux Green? Ask about the Brochures to Geaux rack that can be delivered and set up near your registration table in lieu of individual brochures. Please note: welcome packets are unassembled.

CONVENTION STAFFING

Visit Baton Rouge can provide on-site registration assistance or hospitality concierge hosting. Advanced notice is recommended to guarantee staff availability. No on-site computer assistance is available.



OFF-SITE EVENTS

Looking for a special venue to compliment your conference space? Baton Rouge has unique spots for breakouts, evening events and more to create a memorable experience for your attendees!

ITINERARY PLANNING

If free time fun is on your agenda, we're prepared to provide ideas and suggestions about area attractions, transportation and events in the city.

VENDOR REFERRALS

Visit Baton Rouge has a long list of local vendors to help you with your event needs: from off-site event venues to transportation companies, attraction tours to private restaurant meeting space, local entertainment and everything in-between.

NAME TAGS

Pin-on, clip-on, lanyards or neck cord name badges with Visit Baton Rouge inserts for a nominal fee.



MARKETING SUPPORT SERVICES

We understand the information your attendees need to plan their time in our city and make their experience memorable. We have put together a comprehensive Marketing Tool Kit to assist you in promoting your event in Baton Rouge including the following:

SOCIAL MEDIA SUPPORT

Visit Baton Rouge can provide planners with Social Media posts to share on across your platforms including tips to increase engagement leading up to your event. Encourage your attendees to share their stories using the #ExploreBatonRouge and tag @VisitBatonRouge on Facebook, Twitter and Instagram in order for our team to interact with your attendees.

BATON ROUGE PHOTO/VIDEO LIBRARY

Access to Baton Rouge images and promotional videos to add to your conference website or to play during your conference.

PRESS RELEASE DISTRIBUTION

Send us your press release and we will add it to the press section of our website, or work with us to build a joint press release for distribution to media outlets.

ONLINE EVENTS CALENDAR

See what is happening in the city while you are in town! If your event is open to the public and you'd like it displayed on our website's calendar of events and sent out to our partners in the weekly newsletter, please submit it at visitbatonrouge.com/submit-event.

Our team is here to work with planners to create a custom Marketing and PR Plan to best meet the needs of your event.



Anna Gasperecz
DESTINATION EXPERIENCE MANAGER

ENHANCING THE EXPERIENCE

BEFORE ARRIVAL

"Tips for your trip" email blast content provided so that you can send to your attendees to know what to expect from weather, plan for local events and make reservations for restaurants and local tours.

WELCOME ON ARRIVAL

Welcome signage can be displayed in the airport or near your registration table. Visit Baton Rouge can provide your attendees with a special welcome letter from local officials for conference program.



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