

MARK YOUR CALENDAR

FOR A FULL YEAR OF PARTNER PROGRAMMING!

Join us for networking,
education and new
ways to maximize
your partnership with
Destination Madison.



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A chance to dig into real issues in our businesses and walk away with specific action items.

Sarah Van Dyke, Revel

It was nice to commiserate with others about similar challenges in their industry or business.

Allie Schaitel, HotelRED

This was a great event. I feel like it really lived up to the promotion of it and take aways of practical information, and applicable, truly occurred. Great job!

**Laura Herschleb,
World Dairy Expo**

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destination
madison

22 e. mifflin st., suite 200 | madison, wi 53703



REOCCURRING EVENTS

Partner Orientation

Held quarterly | 8:30–10:30 a.m. | Registration required
February 26; May 21; August 6; November 5
Destination Madison office

Partner Spotlight

Showcase your business to Destination Madison team
Limited space | Registration required
Held quarterly | 9:00–10:00 a.m.
March 13, June 12, September 11, November 20
Destination Madison office

Partner Office Hours

Walk-ins welcome for one-on-one training & support
First Wednesday of every month | 9:00–11:00 a.m.
Destination Madison office

INDUSTRY EVENTS

Building Your Brand Personality*

**Enhance the customer experience
by playing to your strengths**
Thursday, April 18 | 8:30–11:00 a.m. | High Noon Saloon

Destination Madison Awards

Celebrating hospitality & tourism excellence
Tuesday, June 25 | 4:30–6:30 p.m. | The Edgewater

Summer Social

Annual partner networking social
Thursday, July 18 | 5:00–6:30 p.m. | The Loft at 132

Navigating Online Reviews*

**Why online reviews matter & how
to use them to your advantage**
Tuesday, August 13 | 8:30–10:30 a.m. | Yahara Bay Distillers

Crisis Communication: Be Prepared!*

How to respond promptly, accurately & confidently
Tuesday, October 8 | 8:30–11:00 a.m.
American Family DreamBank

**Express Partners welcome to attend, \$25 registration fee*

Go to visitmadison.com/partners/events for
more information and watch your email for invites!