

Branding 101 Workshop

Missouri Travel Council held a workshop September 8th which discussed the importance in branding and sensory advertising; appealing to consumers through visual appeal, audio, taste, smell, interaction and perception. Branding or repositioning your business consideration must be given to:

- What is the history of your brand? *Devise your story to share with your clientele.*
- What value do you offer that stands above similar businesses? *Tout what makes you unique and sets you apart.*
- What promise can you make to the consumer? How can you deliver on that promise? *IE outstanding customer service/monthly employee training*
- What emotions are associated with your brand? *Fun? Safety? Comfort?*
- Which of the 6 senses can you use to create a sensorial experience for your customers, in relation to advertising and experience within your business? *Visual appeal, audio, taste, smell, interaction and perception.*
- Which of the 6 senses can you use to create a sensorial experience for your customers, in relation to advertising and experience within your business? *Visual appeal, audio, taste, smell, interaction and perception.*
- How can you package an emotional experience of your brand? *Through actual advertising; print, web, cable, radio, as well as exterior of your business and experience while in being in your business; customer service and interaction, visual appeal, smells.*

Pulaski County Visitors
Center Hours
Mon-Fri 8am-5pm

VisitPulaskiCounty.org

Mobile? PCInMo.mobi

Out & About In Pulaski County

Looking for indoor activities in the area, check out The Museums at Fort Leonard Wood at the Mahaffey Museum Complex! The complex houses three separate museums in the building: The Military Police Museum, the US Army Engineer Museum and the Chemical Warfare Museum.

The Military Police Museum provides information about the development of the Military Police from Provost to Modern Day Peacekeeper. Exhibits feature old weapons, such as old cap and ball pistols, through modern day equipment. Holding facilities are also featured.

The US Army Engineer Museum includes artifacts and replicas from the paddlewheel and pontoon era. Tools and projects of surveyors and mapmakers from the colonial era through the present are also featured. Land mines displays feature mines, detectors, and foreign armament use to develop land mine warfare technology. Also, different types of bridges built by engineers and explosives used to demolish the same bridges are displayed.

The Chemical Warfare Museum gives visitors a firsthand look at the impact of chemicals dating back to 1100 A.D. Also, on display are equipment to protect the animals of the Calvary – gas masks for camels and the canines of K-9 corps.

Also, across from the Mahaffey Museum complex is the World War II Company Area. A collection of restored, temporary mobilization buildings from the WWII era. Military Vehicles are displayed next to the WWII complex. A variety of vehicles used throughout the history of the military from land, air, and sea; are on display.

The Museums are open to the general public and admission is free. Museum hours are Monday – Friday 8a.m. – 4p.m. and Saturday 10a.m. – 4p.m. For more information, call 573.596.0240.

Mitzi Sparks, Visitor Services Representative

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Calendar of Events

Welcome To Pulaski County

Sept 24th Welcome University of
Central MO Trek Outdoor Program
Oct 6-9th Welcome 39th Engineers

Association Meetings

Sept 21-23 CenStates – Travel
Research Conference

Oct 10-13 Division of Tourism
Governor's Conference

State, Regional and Local Tourism Organizations

It is important as a business to stay informed about your industry. Joining and being involved in an organization enables you to learn more; offering opportunities for education and networking. Becoming involved in your local Chamber of Commerce is also a plus to being on top of your game.

- Pulaski County Tourism Bureau & Visitors Center – VisitPulaskiCounty.org
- Missouri Travel Council – missouritravel.org
- Missouri Hotel & Lodging Association lodgingmissouri.com
- National Restaurant Association – restaurant.org
- Missouri Restaurant Association – morestaurants.org
- Missouri Association of RV Parks and Campgrounds – campinmissouri.com
- Pulaski County Outfitters Association – 573.759.7294
- Missouri Division of Tourism – VisitMo.com
- The Route 66 Association – Missouri66.org



By Karen Hood,
Marketing Relations
The Pulaski County
Tourism Bureau and
Visitors Center in St.
Robert offers many
services to tourism related
businesses and attractions

to enhance the marketing of Pulaski County to tourists and travelers. This month, I will summarize several of the opportunities that are available at no charge.

- Brochure Display- tourism related businesses and event planners can display brochures or flyers in the Visitor Center
- Internet Presence- VisitPulaskiCounty.org, is the most inclusive web site for visitors. Businesses receive a complimentary listing
- Pulaski County Visitors Guide- tourism related businesses receive a listing in this annual publication
- Mobile Mapping/Info-A smart phone app is available for download at PcinMo.mobi. The App assists consumers to find info on businesses and their location
- Guest Resource Book-A prepared bindery of Pulaski County attractions and businesses displayed in hotel lobbies for their guests
- LED Sign Salutation-Welcome special groups to Pulaski County with a LED greeting
- LED Sign Announcement- Announce upcoming public events on the LED sign
- Calendar of Events- Stay abreast of community functions and events
- Rack Card - Listing of hotel contact information and amenities
- Group Bid Requests and Inquiries - tourism partners receive current requests and inquiries from groups (10 or more)
- Tourism Orientation Program – Hospitality seminars assist employees of industry partners in providing tourism information to visitors in our area
- Welcome Bag – Customized goody bags provided for groups or visitors
- Industry Information – Providing links to state and national web sites of various organizations and associations which can be of benefit to your tourism related business
- Itinerary Options - Assists visiting groups needs with itinerary options

This info and more can be found at www.VisitPulaskiCounty.org/industrypartners. If you would like to take advantage of these opportunities or would like to discuss your options, please contact me at karenh@visitpulaski.org or 573-336-6355. Till next month

Karen

PCTB September Marketing Efforts

How is the Tourism Bureau reaching visitors to bring them to Pulaski County? Look for our marketing campaigns in the September issues of:

Army Engineer, Bank Travel, Byways, Group Tour, Group Travel Leader, Dixon Pilots Home Town Focus, Midwest Traveler, Missouri Life, Reunions, Lake Ozark Media – One Tank Trips, Sports Destination Management, Show Me Missouri ad and article on Frog Fest, Newspaper inserts; Parade and Missouri Fall

Continuing campaigns include Gordon's Guide, Website, Mobile site, Phone application, Byways, Journey's, Pay Per Click campaign, and billboards.

Upcoming Events

- **Sep 24th** ATV Rodeo will be held in Richland at Shady Dell Park gates open at 2pm
- **Sep 24th** Cruise Inn at Crossroads Come out and enjoy the cars Bar BQ Deals, Kettle Corn Door Prizes & 50/50 drawing Live D.J. by Justin Walters. Event will be at the corner of HWY 7 and 133 in Richland MO
- **Sep 24th** Run for Paws
- **Oct 1st** Old Stagecoach Stop Annual Appreciation Day It expresses the Foundation's "Thank You" to the community
- **Oct 1st** Frogtober Fest Come out for a fun field day of events, vendors and entertainment. There will also be the annual Frog Race so come out and enjoy the festivities!
- **Oct 8th** Annual Hometown Harvest Fest This will be held at the Richland Frisco Park there will be local artists, crafters, live music, sidewalk sales, concessions, chili cook-off, kid's zone.
- **Oct 9th** Richland Harvest Fest
- **Oct 22nd** 1st Annual Octoberfest downtown Waynesville Family fun, super savings, local vendors, bouncy house, live music, fun for all, food and more.

PFAA PRESENTS

THE BUTLER DID IT AGAIN

- **Sep 23, 24, 30 Oct 1st at 7pm downtown Waynesville at the theater on the square**
- **Sep 25th Sunday at 2:30pm**

FARMERS MARKET DATES:

- Farmers Market in Richland every Saturday 8-12 Downtown Richland on Pine Street
- Farmers Market in Waynesville Saturdays 8-12 Waynesville City Park Tuesdays 4-7

Show Me MO!

East of Waynesville/St. Robert/Ft. Leonard Wood in Saint James is the world's first Vacuum Cleaner Museum and Factory Outlet. The museum is located on Historic Route 66. There are over 588 vacuum cleaners on display! If there is a vacuum not on display, just ask as it is probably in the back room and it will be brought out! The collection spans from late 19th Century non-electric models through today's modern 2011 models! You are invited to travel through time, decade by decade, as you tour the museum. The museum is located at 3 Industrial Drive, St. James. Hours are 9a.m. – 5p.m... Open Tuesday – Saturday from Labor Day to Memorial Day and daily from Memorial Day to Labor Day. Admission is Free. For more information, call 866.444.9004 or visit www.vacuummuseum.com.

Mitzi Sparks, Visitor Service Representative

SOCIAL MEDIA Hopefully everyone has had time to look over their Social Media strategy whether it is *Facebook*, *Twitter*, *YouTube*, *Widgets* or a combination. However you decide to use Social Media I am sure you are realizing the importance of creating a *viral Buzz* and growing your FAN base which will enable you to sell more. In this issue we will talk about how to set up a **FACEBOOK** page.

- First, you will have to set up an account. Make sure and fill everything out completely. You want to add as much information about your business as possible i.e. mission statement, company bio etc. You can add the basic Facebook information or get creative. You will want to upload a logo or photo with a web address if you have one. This way FAN's know where to visit. After you have created your profile you will have to create a **FACEBOOK** page to do that log into your profile and scroll down to bottom of screen and click on **CREATE A PAGE**. There are different categories to choose from so pick the one that best fits what you want to promote or share.
- Second, you will want to create a landing page ex: **WELCOME PAGE**. The idea behind this is instead of sending people to your wall, you can send them to a landing page where you can put a short description of your organization and do a call to action like click the "Become a FAN or LIKE US" button.
- Third, you will want to create TABS and make sure and use them wisely. Tabs are like a navigation system, you can have one for **EVENTS** (very popular), or maybe a **NEWSLETTER**, or take a **POLL** and find out information from your FANS, something that will help you reach more FANS and get FANS interested in your product or business. There are several ideas; you will soon learn what works for your business or organization.
- Finally, you want to get your information out everywhere you can. So do a link to your **FACEBOOK** page from everywhere. Use an icon or link in your newsletter, on your website, in your email or as a footer everywhere. If you want FAN's this is key. Once you have your Facebook page set up you will want to post often. Email and blog it to friends, do an email blast and drive subscribers to your new **FACEBOOK** page. Also, make sure and send updates to your FANS about what's going on with your organization or business. Lastly, but very important you want to subscribe to similar FACEBOOK pages or groups. If you do these few simple things you will see an increase to your FAN base and definitely stir up a VIRAL BUZZ....

Denise Montgomery, Visitor Services Rep.



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