

# THE DMO MASTERMIND PROGRAM

FOUR, 1-hour single sessions **OR**  
ONE, 4-hour half day event

**PLUS**  
THREE hours of  
**MASTERMIND Brain Trust**

## BONUS

Protocols session for

- ✓ Best Practices in Virtual Meetings and Sales Calls
- ✓ Do's & Don't's — attire, backgrounds, body language and visual material.

## LEISURE MARKET

- 💡 Edge the Competition with maverick GPS (GEO-Caching) tactics/Contest
- 💡 Proactive Call To Action vs.Static Brand Promotion
- 💡 Pandemic & Post-Pandemic Advantages of your Destination

**M.I.C.E.**  
meetings•incentives•conventions•exhibitions

- 💡 Post Pandemic Advantages for your Destination
- 💡 Pre-Recorded Video and Live Stream Site Tours
- 💡 Creating Proposal Incentives for On-Site & Hybrid Meetings (Sponsors/ Exhibitor Revenue Capture)

## MEET THE PRESENTERS!



**DENNIS CAMPBELL** — A former US Army Criminal Investigator, Mr. Campbell ("DC") held numerous posts in the aviation and tourism sectors over his professional career, as well as owner/operator of small businesses. During his tenure in the travel and hospitality industry, "DC"'s team at VisitABQ achieved record convention bookings contracting more than 200,000 room-nights each year, in future business. **Presently, as a speaker, trainer and workshop facilitator, Dennis specializes in tourism related work as well as ,organizational culture building, operational efficiencies, and real-world coaching, for any industry.**



**LYNNE WELLISH, CMP,CHSE,CHO** — As a much sought-after speaker, trainer and subject matter expert, Lynne can easily be an extension of your sales and marketing team. A seasoned hospitality industry professional; she understands the dynamics of hospitality sales in conjunction with meetings and events. **Lynne and her team can support your sales and marketing strategies with a grassroots marketing approach. They will crush and even surpass your revenue goals by expanding your reach with a personal touch to your perspective clients.**

**CONTACT • BOOK**

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