

BRANDSTRATEGY, INC.

A d v i s i n g G e n u i n e B r a n d s



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BrandStrategy, Inc. Offers Brand Partnership Symposiums for Destination Marketing Organizations and Economic Development Organizations.

BrandStrategy announced that it is offering Brand Partnership Symposiums for Destination Marketing Organizations (DMOs) and Economic Development Organizations (EDOs).

“Our Brand Partnership Symposiums offer the leadership of DMOs and EDOs a cost-effective proven science for these organizations to enhance their collaborative success as well as their respective images and perceptions in their community,” according to Duane Knapp, Chairman and Founder of BrandStrategy, Inc. The one-day symposium provides a strategy map for the leadership of the two community organizations that drives economic success. The symposiums are affordable, cost-effective and also include an implementation plan for the proprietary **Economic Opportunity Strategy**, which has produced significant client success.

According to Michael Gehrisch, president & CEO of Destination Marketing Association International, “In an enlightened community’s quest for competitive success and sustainable growth, the best results will be achieved when the DMO and EDO enjoy a mutually beneficial partnership.”

It is common today for a community-wide brand initiative to include chambers of commerce, ports, economic development agencies, destination marketing organizations, city, county and state governments, airports, convention centers and other civic organizations. **While various community agencies may have somewhat different missions, they all have the same interest in creating an exceptional destination that is attractive to residents, businesses, guests, new investment and development.**

The politics of divisiveness in any community may appear to have winners and losers at a point in time, however, **the key for future success is a strong partnership between tourism and economic development organizations.**

To learn more about **DMO/EDO Brand Partnership Symposiums** and propriety **Economic Opportunity Strategy**, email d.knapp@brandstrategy.com or visit GlobalDestinationBrandScience.com/EDO-DMO-Partnership.

BrandStrategy, Inc. has advised over 350 brands in 17 countries including corporations, communities, societies, professional associations, institutions, countries, world-class professionals, colleges and universities, celebrities and successful individuals who desire to optimize their perception, image and success. The proprietary BrandPromise® science enhances hundreds of millions of consumers' experiences every day in 50 countries worldwide.

More specifically, BrandStrategy, Inc. advises leading destinations and economic development organizations, port authorities and chambers of commerce across the U.S. and worldwide in their development of a strategy to optimize economic opportunity. Duane Knapp's hands-on experience includes the successful creation of hundreds of millions of dollars of commercial real estate development across the United States including retail, office, mixed-use, manufacturing, hotels, restaurants and airport related projects.

The BrandScience™ principles are outlined in four books, The BrandPromise®, The BrandMindset®, Destination BrandScience™ and Global Destination BrandScience™, which are available online at Amazon.com.

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