VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

Partnership Marketing

- Product Development
- Strategic Planning
- Business Assistance
- Workshops
- Drive Tourism
- Marketing Leverage Fund/Grant

Agritourism

Partnerships and Networking

Objectives

- To Form New Relationships
- Develop New Partnerships
- Solve some problems have a network to help
- Develop New Opportunities for your Business

Basic Skills of Networking

- Smile
- Shaking hands
- Introducing yourself
- Exchange Business Cards
- Look the other person in the eye
- Place your name tag on the right.
- Listening to HEAR not to Respond

Commonalities

Finding links that you have with others and building on them

Relationships

Working together as partners is just like any relationship. Look for partners that can fill gaps and weaknesses for each other. The Partnership is like any relationship there will need to be compromise.

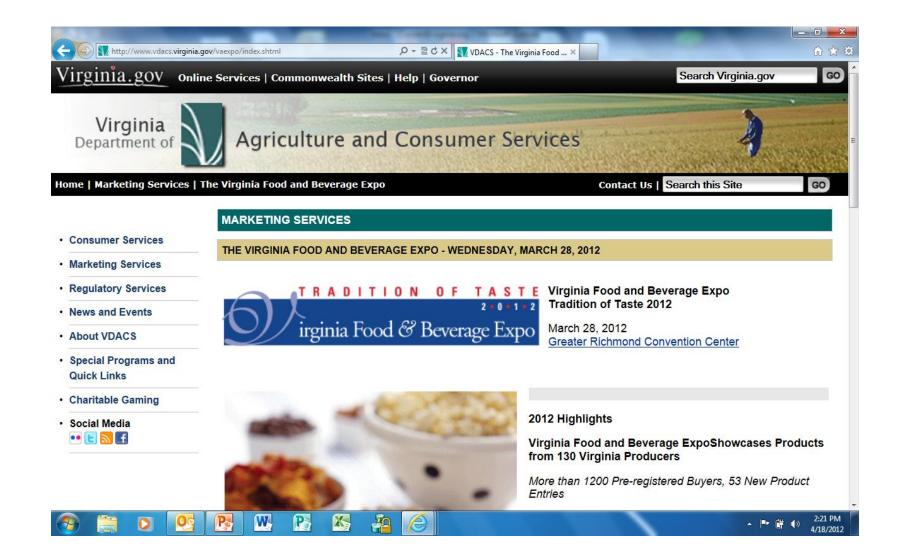
Partnerships

Working with other businesses to increase your bottom line and grow your business

Virginia Welcome Centers/Direct Personal Selling



Food and Beverage Expo 2018



Trails

Thematic/Recreational

- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails

Strategies/SOL'S/Farm Tour

- http://pen6.pen.k12.va.us/VDOE/Superintendent/Sols/home.shtml
- Life Processes
- 1.4 The student will investigate and understand that plants have life needs and functional parts and
- · can be classified according to certain characteristics. Key concepts include
- a) needs (food, air, water, light, and a place to grow);
- b) parts (seeds, roots, stems, leaves, blossoms, fruits); and
- c) characteristics (edible/nonedible, flowering/nonflowering, evergreen/deciduous).
- 1.5 The student will investigate and understand that animals, including people, have life needs and
- specific physical characteristics and can be classified according to certain characteristics. Key
- concepts include
- a) life needs (air, food, water, and a suitable place to live);
- b) physical characteristics (body coverings, body shape, appendages, and methods of
- movement); and
- c) other characteristics (wild/tame, water homes/land homes).

Partnership Opportunities

- Community Partnerships-Chambers, schools, hospitals,
 Scouts, churches, etc
- Strategic Partnerships-like businesses, Complimentary businesses, Regional Partners, Statewide Partners
- Team with competitors to create associations for marketing

Working with like and complimentary businesses to increase your bottom line and grow your business

Examples:

- Other producers
- Tourism offices
- Chambers
- Doggy Day Care/Boarding
- Photographers
- Trucking companies
- Farmer's Markets
- B&B's
- Caterers, Restaurants, Food Trucks

Stay at Choice Hotels.
Save at the pump.

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Botetourt Agritourism Trail Wine Trail



Carol Lee Donuts



ROUTE 8 DONUTS





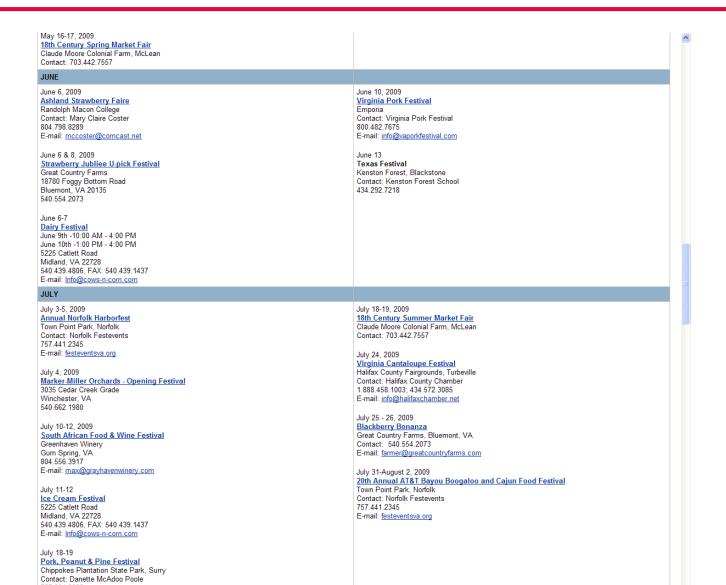
Networking

Attending meetings and Organizations whose members are interested in a particular topic or product

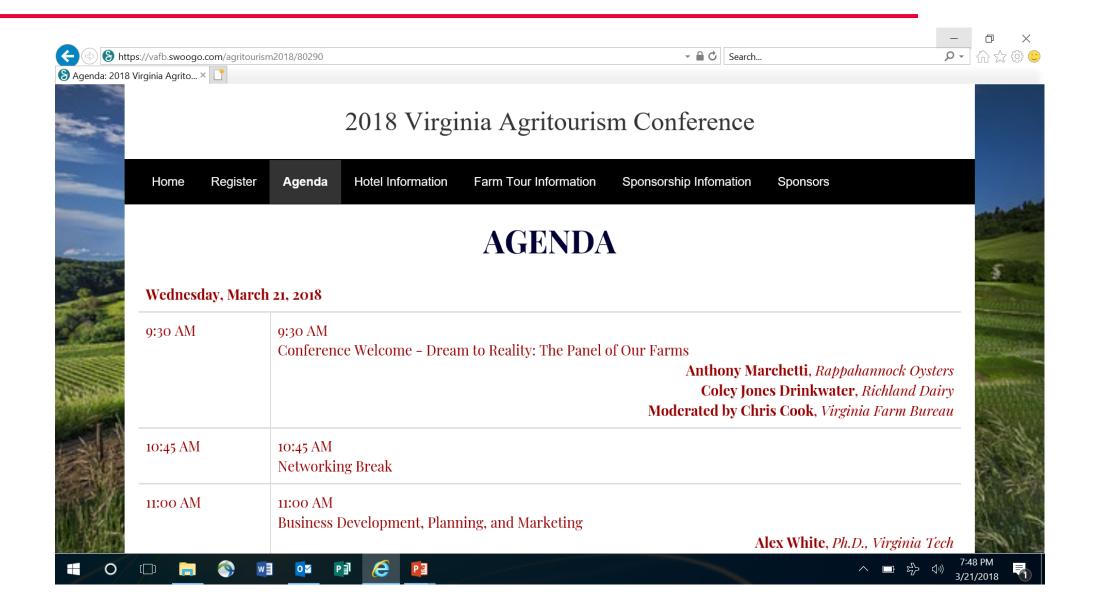
Name some Opportunities

- List Networking opportunities in your area or your business
- List some new ideas for networking

Food Festival/Events



Conferences



Resources

State Agencies-VTC, VCE, VDACS
Business Assistance(EVA, SWAM)
Local Tourism Offices
Groups and Organizations
Social Media

Exercise

Develop a plan for Partnering and Networking to drop in your marketing plan

- Count off by 5
- Introduce yourself to each other
- Discuss partnering, strategic partnering, and networking opportunities
- Write a plan of how you can all work together; example a coop marketing opportunity, develop a trail to visit, grant opportunity, etc.

Next Steps

- Keep in touch
- Bring others to the Networking functions
- Make introductions that will help each other
- Keep working together

Contact Info

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