

## Advertising Advisory Group: Williamsburg Area Destination Marketing Committee

### Background

Founded in 2004, the Williamsburg Area Destination Marketing Committee (WADMC) was created by the state of Virginia to represent and promote the Historic Triangle area (which includes all of the City of Williamsburg and the Counties of James City and York), as an overnight tourism destination. In 2012, the WADMC determined that the Greater Williamsburg Chamber & Tourism Alliance, as the Destination Marketing Organization for the Historic Triangle, should manage the marketing campaign funded by the \$2 tax collections.

As part of the new structure for completing the WADMC marketing plan it was determined that an advertising advisory group should be established to bring marketing professionals together to advise and support the Alliance as they develop the creative campaigns, media planning & placement, target markets, vendor management, and supporting research to execute the marketing of the Historic Triangle to potential visitors.

The committee should:

1. Advise the Alliance as it works with contracted agencies to develop the annual marketing plan, focusing on the campaign creative and media buy.
2. Assist the Director, WADMC Marketing, with the development and monitoring of the budget to support the annual WADMC marketing plan.
3. Participate in agency review meetings as necessary and provide feedback on campaign direction.
4. Assist with recommending strategic approaches to utilize in marketing the area.
5. Assist with developing RFP's and managing the RFP process for agency support as required.
6. Work with the Director, WADMC Marketing to prepare an annual review and assessment of the effectiveness of the advertising efforts and expenditures.
7. Advise with research projects that support the WADMC advertising efforts.
8. Assist as needed with presentations to WADMC and other groups in support of WADMC advertising efforts.
9. Review and assist, as required, with development of monthly advertising update reports.

The advisory group should include representatives from the tourism industry with a strong experience in a variety of advertising mediums including broadcast, print, digital and social media.

The advisory group should be restricted to 10 members. Interested person will need to submit a brief resume of experience in this area for consideration as an advisory group member. Final selection of members will be made by the Alliance Senior VP-Tourism, Director of WADMC Marketing, and the Advertising Advisory Group chair. The advisory group will meet with the frequency and timing necessary to fulfill its duties as needed throughout the year. Committee members are expected to attend all meetings as scheduled. Occasional attendance via conference call is acceptable.

The Director, WADMC Marketing will also be a member of the committee and would provide staff support.