

Public Relations 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 a public relations advisory group should be established to bring public relations and communications professionals together to advise and support the Alliance as they develop and manage the public relations and communications campaigns, media targets, vendor management, and supporting research to execute the public relations campaign of the Historic Triangle to potential visitors.

Recommendation

The committee should:

1. Advise the Alliance as it works with contracted agencies to develop the annual public relations plan to leverage the marketing efforts and message established by WADMC.
2. Assist the Director, WADMC Marketing, with the development and monitoring of the budget to support the annual WADMC public relations plan.
3. Participate in agency review meetings as necessary and provide feedback on campaign direction.
4. Assist in recommending strategic approaches to utilize in promoting the area to potential media outlets.
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 public relations efforts and expenditures.
7. Advise with research projects that support the WADMC public relations efforts.
8. Assist with presentations to WADMC and other groups in support of WADMC public relations efforts.
9. Review and assist, as required, with development of monthly public relations update reports.

The public relations advisory group should include representatives from the tourism industry with strong experience in communications and public relations.

The public relations advisory group should be restricted to 10 members. Interested persons 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 WADMC Marketing and the Public Relations Advisory 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.