



north lake tahoe

NORTH LAKE TAHOE BRAND MARKETING WORKSHOP

Agenda

Tuesday, July 30th 2013, 1pm

LOCATION: The Ritz Carlton, Lake Tahoe, Salon 1 Room

MEETING DESCRIPTION — The North Lake Tahoe Marketing Cooperative, a regional marketing Coop comprised of the North Lake Tahoe Chamber/CVB/Resort Association and the Incline Village Crystal Bay Visitors Bureau, will conduct a North Tahoe Brand Marketing Workshop on Tuesday, July 30th at 1pm at the Ritz Carlton Lake Tahoe. The goals of this meeting are to provide input and information from our North Lake Tahoe stakeholders on the brand positioning and messaging for the North Lake Tahoe region. The North Lake Tahoe Marketing Cooperative advertising agency, School of Thought, will facilitate this discussion with the intent to forward any relative points and information to the full North Lake Tahoe Marketing Coop Committee this fall. **Please be advised upon arrival at the Ritz to indicate that you are attending this workshop with Heather Allison as the host and your valet parking will be provided.**

- I.** Call to Order
- II.** Introduction of Attendees
- III.** Overview of Brand Workshop Expectations and Deliverables
- IV.** Brand Review Workshop
- V.** Review of Outcomes and Next Steps
- VI.** Workshop Adjourned