



VISIT CARMEL
MARKETING WORKSHOP FOR RESTAURANTS

Sunset Center – Chapman Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

Wednesday, December 4, 2019
10 am – 12 pm

10-10:15 a.m.	Introduction + Overview of Workshop	Amy Herzog
10:15 a.m.	Introduction to Agency Role	Madden Media
	2019 Digital Campaign & Results	Madden Media
	2020 Marketing Plans & Opportunities	Madden Media
10:45 a.m.	Carmel Culinary Week	Group
11:00 a.m.	Best Practices for Official Website	Madden Media
11:15 a.m.	Session Break	
11:20 a.m.	Introduction to Agency Role	The Abbi Agency
	Vetting Media/Working with Journalists	The Abbi Agency
	Partnerships to Promote the Destination	The Abbi Agency
	Amplify Destination Media Coverage	The Abbi Agency
11:40 a.m.	How to Leverage Visit Carmel's Social	The Abbi Agency
	Leveraging and Encouraging UGC	The Abbi Agency
	Creating Consistently Powerful Content	The Abbi Agency
	Vetting/Working with Influencers	The Abbi Agency
Noon	Carmel Culinary Signups	Amy Herzog

The Board of Directors for Visit Carmel, Inc. generally meets 2nd Thursday of the month. NEXT SCHEDULED MEETING: January 9, 2020 at Sunset Center. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com.

NOTICE TO PUBLIC. *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Herzog at (831) 238-1849 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.