



## **Destination Discovery at ETC's Annual Conference**

**Tuesday, February 4, 2020**

### **Guidelines for Submission**

#### **What is Destination Discovery?**

Destination Discovery is a day at the ETC Annual Conference dedicated to educating delegates on destinations around the globe. Beyond the marketing campaign, presenters will expose travel planners to options for interesting, safe, exciting alternatives to over-visited sites, as a means to build relationships with people, places, cultures and communities.

This is an opportunity for delegates to take a fresh look at a destination or experience. Global issues from geo/political realities, as well as sustainability initiatives and challenges within destinations, should also be explored.

Destination Discovery is designed to:

- Ignite innovative product design
- Utilize creative storytelling to illustrate a destination or experience
- Reveal authenticity
- Stimulate conversation about geo/political issues
- Educate delegates about sustainability initiatives & challenges within a destination
- Share information on new regions, sites, and off-the-beaten-track places.

#### **Why is your Destination's story important to share with the ETC Community?**

This is an opportunity for destination experts to expand innovative program development concepts with accompanying powerful images. **These presentations are not a platform to showcase, promote, or market yourself and/or your company's products.**

#### **If you want to participate in a presentation:**

1. Mark "Yes" you are interested on your conference registration form and note the destination you wish to focus on.

2. Submit the following **no later than October 15, 2019:**

- A Word Document with a paragraph explaining your concept and at least 10 bulleted talking points with supporting details. Email this to: [jill@educationaltravelconsortium.com](mailto:jill@educationaltravelconsortium.com)
- A Powerpoint slide deck with exactly 12 high resolution pictures illuminating your subject. Your first slide should be a title slide without obvious marketing information. **Include your name and destination in the file name.** [Upload the slide deck here.](#)
- Make sure you can deliver your commentary within a 10-minute segment.

#### **Presentation selection will be based on the following criteria:**

1. Presentation idea/initiative is new, innovative and relevant to this community.
2. Commentary delivers innovative insights and information on a particular destination and/or innovative sustainable tourism initiative.
3. Visuals are clear and impactful.

4. Presentation is rehearsed, within the 10- minute time constraint, focused and exciting.
5. Presentation avoids overt self or company promotion. Delegates will be directed to go find you in the International Bazaar or through CONNECTS for more information.