



COMMUNITY AND BRAND ENGAGEMENT

August 2023

Prepared By: Craig Campbell, Director

U.S. Travel's ESTO (Education Seminar for Tourism Organizations)

Date: August 19th - 22nd

Location: Savannah, GA

Staff Lead: Craig Campbell

Professional Development: Leisure Travel +
Community & Brand Engagement

Event Details: Leading annual learning and
knowledge-sharing forum for destination
marketing professionals.



USFSP Civic Engagement Fair

Date: August 22nd

Location: University of South FL St. Pete

Staff Lead: Sierra Arana

Brand Activation:

- Tabling Opportunity
- Promotional Items
- Brand Ambassador Recruitment





ST.PETE
CLEARWATER

THANK YOU

