

WAYS TO LEVERAGE THE BRAND & CAMPAIGN

Use the Logo in Your Marketing & Press Materials

- Download the Logo & Brand Manual at www.cultureandtourism.org

Join the CTvisit.com Partner Content Management System (CMS)

- Post your listings, photos, events and travel deals
- Visit <http://www.CTvisit.com/user> or e-mail jean.hebert@ct.gov

Send News and Updates to the Public Relations Team

- E-mail emily.pangakis@adamsknight.com

Get Social

- Tag us and each other on www.facebook.com/VisitConnecticut
- www.twitter.com/ctvisit
- www.youtube.com/user/ConnecticutTourism
- www.pinterest.com/visitct
- www.instagram.com/ctvisit
- Email edgardo.rossetti@adamsknight.com

Partner with the State's Co-operative Advertising Opportunities

- Email rosemary.bove@ct.gov

Partner with the State's 2018 Visitors Guide

- E-mail rthiem@maddenmedia.com or dveach@maddenmedia.com

Participate in Connecticut's Open House Day, Saturday, June 10, 2017

- Details at www.cultureandtourism.org or e-mail jean.hebert@ct.gov

Participate in Educational Opportunities:

- Tourism Marketing Outreach Meetings – April 2017
- Connecticut Governor's Conference on Tourism – May 4, 2017

Centralized Regional Marketing Program

- Learn ways to partner with the Office of Tourism
- Schedule one-on-one meetings
- Increase exposure through marketing opportunities
- Foster regional communications
- E-mail rosemary.bove@ct.gov

You and Your Guests Can Take Advantage of the State's Information Services

- Connecticut's official tourism website, www.CTvisit.com
- Subscribe to Connecticut's official tourism e-newsletter featuring seasonal favorites and travel deals
- Concierge services at 888-CTvisit
- E-mail alfred.strong@ct.gov

Sign Up for Connecticut Tourism Industry's *The Outlook* to Receive New Marketing Opportunities

- E-mail robert.damroth@ct.gov

Spread the word that Connecticut is *still revolutionary*.

Let others know what a great place it is to live, work, play and visit!