# #DTTT Campus Designing an Industry Development Programme, With #DTTT Expert: Jessica Riches

VISIT OSLO NORWAY POWERED BY NATURE

## Getting Started!

**Invited Expert View:**

Jessica Riches, #DTTT Expert
Hannah Smith, Vancouver Islands
Mark Mezzapelli, CrowdRiff

**Who is this workshop for?**

- Research & Intelligence Teams
- Business & Industry Partnerships Teams
- Destination Management & Development Teams

## Workshop Description!

Collaboration is at the heart of maximising a destination as much as possible but it isn't always as simple as that. Together with our #DTTT Expert Jessica, this workshop will be focus on how to design an industry development programme, including the different elements needed to unify your destination and optimise the customer journey.

With hands-on ideation and planning of co-creation events, knowledge sharing and developing concepts on how to support SMEs in your region. We'll talk through our own first hand experience of designing an Industry Development Programme, hear from guest DMOs who have designed their own programmes for industry and discuss successes and challenges in trying to tackle digitalisation of the tourism sector.

Looking beyond this, we'll look at how industry can be a real part of the destination's brand voice and brand footprint, by developing a social content framework to support your content initiatives.

## Workshop Outcomes!

Shared experiences on Industry Development

Destination Stewardship, what can we learn from others?

First hand round-table discussion about industry needs

Creating value membership needs vs. non-membership debate

Examples of successful development programmes

Hands-on peer co-creation to design our own IDP

Group ideation on value creation for Industry

What can we learn from our industry and how can they teach us

What can they learn from us and how can we teach them

## How to use mural!

## You Will Need....

A computer

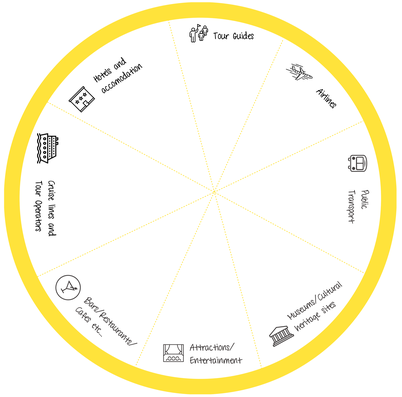
This Mural Link ;)

Yourself

Your willingness to participate.

## Dividing up your Industry

Imagine this circle is the travel industry in your destination. Divide it up into all the sectors and businesses that make up your industry.




Pick 1-4 businesses that you've listed within the circle- try and pick each one from a different sector. We're going to use the rest of this mural to walk you through how you as a DMO could help these businesses.

## Understanding Local Businesses

We're going to start by gaining an understanding of how your chosen local businesses work presently and where they are currently struggling before moving on to look at what you can do as a DMO to help.

### Goals Vs Realities

Think about the business you have chosen. On the left side write your goals for these businesses on the right side write the business' current realities. Use the line tool on mural to join up any areas where the business realities match up to your goals for the businesses.

**Goals**

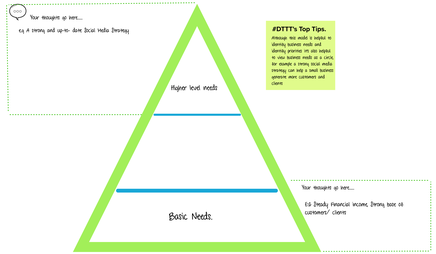
1.
2.
3.
4.

**Realities**

1.
2.
3.
4.

### Small Business Hierarchy

Choosing one of your 4 local businesses, reflect on what this business needs to grow- At the bottom of the Triangle write the business' most essential needs to exist and at the top of the triangle write the ultimate needs for its success. Using the speech bubbles on the side of the triangle, reflect on what you can do as a DMO to help small businesses within your destination.




## How you, as DMO, can help your Business

### What's currently working?

Reflecting on realities and needs you've just listed for your chosen business, fill out the section looking at what the small businesses in your section are currently doing what is working and what is not working so well.

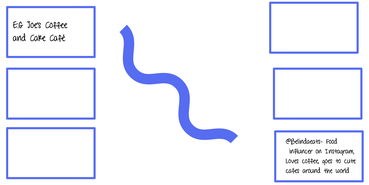
### Building a Social Media Strategy for a Small Business

Think about how you can work with local businesses to help them build and design a new social media strategy / Promote themselves on social media. In each of the boxes below, list ideas for how you can help your local businesses using our suggested strategy.

- Instagram Takeover
- Promoted / Partnered posts on your channel
- Creating Ambassadors With Local Businesses
- Social Media Strategy Business Workshop
- UGC / Working with Crowdfiift
- Matching Businesses with Influencers

### Matching Industries with Influencers

List small businesses and independent industries in your destination in the boxes on the left hand side, and influencers that you are aware of in your destination or that you've worked with before as a DMO. Draw squiggly lines to match your industries to the right business for them.

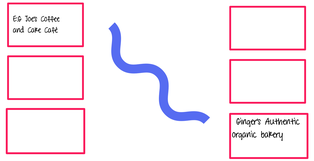



### Creating Collaboration

How can you help your chosen local businesses collaborate with each other. How can you help these businesses collaborate with other businesses within their sector? How can you help these businesses collaborate with businesses in other sectors.

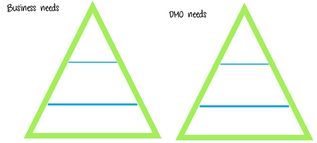
### Finding Opportunities for Collaboration.

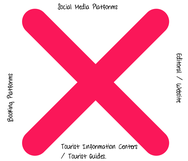
Using the pink boxes on either side of this section, list a range of businesses within your destination from within different sectors of your industry. Draw lines to match up which businesses you believe could collaborate well together.




### Creating a collaboration workshop.

As a DMO you are in a unique position to help businesses within your destination collaborate and learn from each other. Use the interacting triangles below to identify what businesses need from a collaboration workshop and what you as DMO need to make a collaboration workshop happen.




## Reaching new Clients

As a DMO, how can you use your platforms to help promote local businesses to visitors to your destination. Use the sections of the X below to list ideas.