



3 + 4 + 5 =

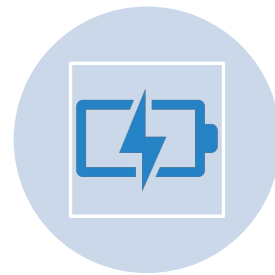
SUSTAINED SUCCESS FOR DMOs

LEONARD HOOPS, VISIT INDY

3 P_s OF A GREAT DMO CULTURE



PRODUCTIVE



POSITIVE



PROGRESSIVE

4 ATTRIBUTES OF SUCCESSFUL DMO LEADERS



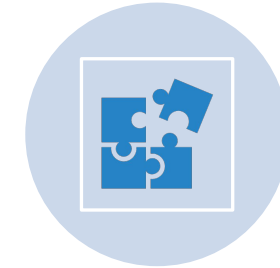
VISION



JUDGMENT



PERSUASIVENESS



FIT

5 BUSINESS OBJECTIVES OF DMOs



GENERATE
VISITOR-RELATED
ECON IMPACT



SATISFY
THE CUSTOMER



FOSTER POSITIVE
RELATIONSHIPS W/
STAKEHOLDERS



RUN AN
EFFECTIVE
BUSINESS



CONTINUALLY
ENHANCE THE
PRODUCT

IF ALL ELSE FAILS ...



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