



2020 LUNCH & LEARN

FREE SEMINAR SERIES

12:00-1:30 P.M.

RSVP today and pack your lunches for these seminars!

WEDNESDAY, MARCH 4 – THE CINEHUB

20 West Main Street, Suite 4, Beacon, NY 12508 * (845) 440-7611

The Ins & Outs of Working with Film & Television Productions

Laurent Rejto, Founder & Director, Hudson Valley Film Commission

Since 2000, the HV film commission has supported and worked on over 500 productions, helping to create thousands of jobs and over \$200 million in regional economic development. Recent productions filmed in Dutchess County include *Things Heard and Seen* (Netflix), *Silent Retreat* (Miramax), *I Know This Much Is True* (HBO), *I'm Thinking of Ending Things* (Netflix), and *Shirley* (Killer Films). Learn how the HVFC helps productions secure local crew, cast, locations, vendors, postproduction facilities, and how your business can get involved.

WEDNESDAY, MARCH 11 – LE CHAMBORD AT CURRY ESTATE

2737 Route 52, Hopewell Junction, NY 12533 * (845) 221-1941

Photography & Brand Storytelling

Madeline Krause, Downstate Photo

In today's age of digital marketing and social media, it is more important than ever to tell your story through captivating photography. But here's the thing, you may not have a hefty budget to hire professionals, so what are you to do? With her combined expertise in user and brand experience, along with photography skills, Madeline will go step-by-step over how to set your business up for success. She'll cover photography basics – as easy as snapping photos on your iPhone! – and how it applies to your business's website and social experience.

WEDNESDAY, MARCH 18 – HENRY A. WALLACE CENTER AT THE FDR PRESIDENTIAL LIBRARY & MUSEUM

4079 Albany Post Road (Route 9), Hyde Park 12538 * (845) 486-7770

The Destination Accessible Experience

Moderated by Susanne O'Neil, B.A., MSW, Consumer Services & Special Events Manager, Dutchess Tourism, Inc.

Within the past two years, 26 million Americans with disabilities took 73 million trips for business and pleasure, spent \$17.3 billion while traveling, and contributed to \$34.6 billion in total economic impact. This panel discussion with Q&A will provide a brief overview on Accessible Tourism and how this market is steadily on the rise. Hear testimonials from families on traveling with a person with either a physical, cognitive or developmental disability. They'll share first-hand experiences of what they looked for prior to travel, lodging accommodations, transportation needs and how good customer service is key for repeat business. Local attractions will also share their strategies for providing excellent service.

WEDNESDAY, MARCH 25 – CO. RHINEBECK

6571 Spring Brook Avenue, Rhinebeck NY 12572 * (845) 481-3681

Punch Above Your Weight: Maximizing Your Attraction's Marketing Budget

Thomas Mooney, CEO & Executive Creative Director, FourthIdea

Learn how to create a heavyweight marketing campaign with an undersized budget. This seminar covers 4 techniques that will give any attraction the marketing punch needed to deliver a knockout when fighting for visitation or additional business. Whether it's media, branding or creative—everything must be driven by a strong brand strategy. This session will remind marketers of the fundamentals and introduce non-marketing businesspeople to key marketing principles needed to build sales.

Come to one or come to all!

Please RSVP to: <http://bit.ly/2020LunchLearn>

For questions contact: Melaine Rottkamp: mrottkamp@dutchesstourism.com * (845) 463-5432

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The programs provided by this agency are partially funded by monies received from the County of Dutchess.