

Gilbert, Arizona - P4. Special Event

Mayor's Ambassador Forum: Tourism

The 2016 Spring Mayor's Ambassador Forum on Tourism was an opportunity for Gilbert to educate state and local business leaders about the economic impact of tourism, inform attendees of the Town's assets and assist them in creating connections with one another.

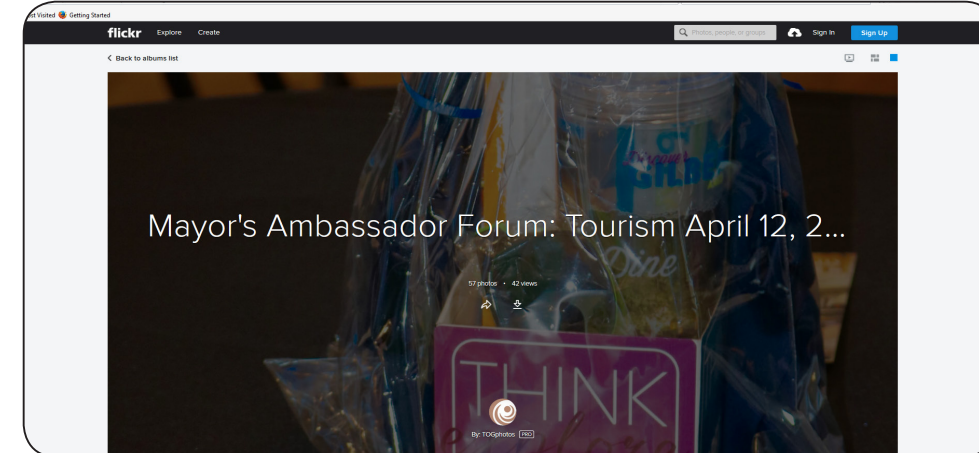
VIDEO



A post event video was created to explain the purpose of the event and recap the highlights. **Raw footage was packaged for media use** and sent via a post event media release. Click the picture to watch the video or visit [Gilbert, Arizona's YouTube Page](#).

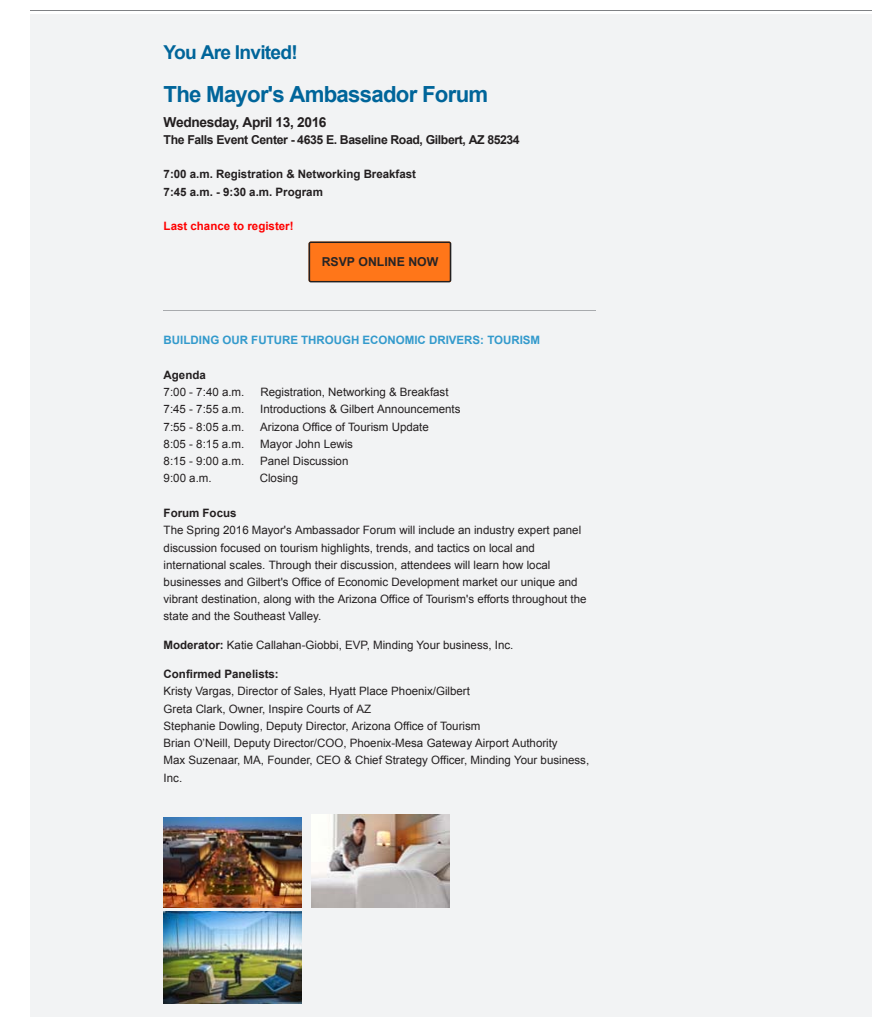
FLICKR

Photos from the event were taken and uploaded into a Flickr album on Gilbert, Arizona's account. **Attendees and media can access high resolution photos for downloading and sharing.**



INVITATIONS

Electronic invitations were sent to 1,200 business stakeholders via MailChimp. **Of those invited, 140 attended.**



MEDIA RELEASE

A post event Digital Media Release was sent via email with **Raw Video Footage and Photos for Media** to utilize in print, social or news footage.



PERISCOPE

Gilbert had **246 people watch remotely** via Periscope for the **LIVE Q&A** at the Mayor's Ambassador Forum.



DISPLAY BOARDS



In the lobby, Gilbert had one tourism by the numbers boards and ten boards showcasing the Top 10 Places to visit in Gilbert.

GIVEAWAYS



Gilbert received a number of questions regarding tourism on its **Facebook page**. The below **Facebook graphic** defines tourism and invited residents to the event who wanted to learn more about the economic impact of tourism.

