



# Roger Brooks, CSP

Top-rated featured keynote speaker

"Every community has the potential to become a thriving, sustainable, and desirable place to live, invest in, and visit.

Let's empower and inspire people to get things done!"

## Wouldn't it be great if....

- Every attendee received practical, actionable suggestions they can implement immediately once they return home?
- Your attendees left energized and inspired to implement great ideas that will lead them to greater success?
- Your attendees gave you high-fives and accolades for such a great conference?

## Roger Brooks can give you all this and more as your keynote speaker.

A firm believer in numbered rules and step-by-step instructions, Roger delivers practical solutions using real-life, often humorous, examples that inspire and empower audiences around the world.

Is it any wonder Roger is the top-rated keynote speaker at tourism and economic development conferences everywhere? There are no "off the shelf" presentations - each one is developed from the ground up specifically for YOUR CONFERENCE theme and the goals and objectives you'd like to see achieved.

You'll love Roger's high-energy, visually-rich presentations that are a result of Roger's 35 years of working with more than 2,000 cities, towns, and destinations around the world.

## Some of Roger's popular topics:

- The 20 Ingredients of a Successful Downtown
- The Power of Public Plazas
- Marketing on a Minuscule Budget
- It's Time to Move From Events to Activities
- The Hot New Power Couple: Tourism & Downtown
- Tourism for the 21st Century
- The Seven Deadly Sins of Destination Marketing
- The Resurgence of Downtowns

## What Attendees are Saying about Roger:

*"You were the first tourism expert and speaker to WOW me. By the way, the reviews were excellent. Thank you for making me and Wisconsin Tourism look so good."* - **Stephanie Klett, former Secretary of Tourism for the state of Wisconsin**

*"Everyone - and I mean everyone - in attendance enjoyed Roger's presentation. Many, many of the managers expressed to me their enjoyment of the presentation and how much they learned."* - **Ray Scriber - Director, Louisiana Main Street**

*"I walked away from your sessions ready to take on my city & start moving in a new direction! You are an inspirational speaker who does it better than I've ever seen! You make people walk away with a will to fight for their city! Amazing!"* - **Jaree Hefner - La Porte, TX**

## A few Conferences Roger has presented Keynotes for:

Texas Governors Conference on Tourism | Wisconsin Governors Conference on Tourism | Keep America Beautiful Conference | Economic Development Association of British Columbia | Professional Association of Innkeepers International Annual Conference | Mainstreet North Dakota Summit | Southern Utah Tourism Conference | Jamtland Harjedalen Tourism (Sweden) | Northern Ireland Tourism Conference | Gahanna, OH Convention and Visitors Bureau | Downtown Spokane | Canadian Badlands Tourism Development Conference | Resorts of Ontario Conference | Michigan Lodging & Tourism Association | American Farm Bureau Convention | North Dakota Travel Industry Conference | National Business Improvement Association Conference (Ontario) | Western Iowa Tourism Region Destination Summit | Tourism Industry Association of Nova Scotia | Sun Valley Idaho Annual Summit | Switzerland Vacation Day 2019