

SDT QUESTIONNAIRE
FOR
EXECUTIVE DIRECTORS (Chamber of Commerce)

1. What is a marketing tool that your chamber used to promote an event that you've had success with? List all that apply.
2. What is a marketing tool that SDT has used that you found had the biggest value? Was it something that SDT used to promote one of your events or overall SDT?
3. Have you had any feedback from hotels that you've promoted on what has worked for them during your big events (i.e., Wings & Wheels, Fire & Ice, Sea Witch, etc.).
4. What do you think SDT promotes well? What would you like to see more of? What is the best way that SDT could help your chamber market your event?
5. If you had access to any marketing tools, and money was no object, what would be your "*Wish List*"? Please include an explanation.
6. What is your biggest challenge in marketing your events and target area?
7. Who do you use for layout and design? If outsourced, please explain.
8. How far in advance are you starting to plan content and to market your event?
9. Please rate your top five (5) marketing channels by success or importance.
10. Based upon feedback from your visitors and/or business community, how best can SDT enhance your chamber's marketing efforts?