



The leader in marketing places



Development Counsellors International

*Specializing in
Economic Development and
Travel Marketing
since 1960*





A Passion for Places

Since 1960, Development Counsellors International has worked with more than 350 cities, regions, states and countries, helping them attract both investors and visitors. More than 40 talented DCI professionals now specialize exclusively in all phases of economic development and tourism marketing.

The DCI team understands the challenges our clients face. In economic development, we have firsthand experience working with the industries many communities are trying to attract – from bioscience to advanced manufacturing and from alternative energy to financial services. We also have exceptionally strong ties to site selection consultants.

In travel marketing, we know how to break through the clutter of marketing messages bombarding potential visitors on a daily basis. We excel at thinking about tourism from a fresh perspective and developing creative ideas about how to communicate a destination's key assets – whether it's outdoor adventure, history, arts, culture, food, wine or something altogether different.

While we're always on the cutting edge of new ideas in place marketing, we also know what works - and what doesn't. We know the trends, we speak your language and we understand your competition. Simply put, we have a passion for places.

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The Leader in Marketing Places

What We Can Do for You

Media Relations

Located in the media capital of the world, DCI has developed longstanding relationships with top-tier national and international journalists in print, broadcast and online outlets. Reporters, editors and producers respond to our calls and reach out to us for sources and ideas. Our tried-and-true techniques for garnering positive editorial coverage include:

■ **Targeted Story Pitching** – We work with our clients to develop “Most Wanted Media” lists and then focus on these high-priority targets for editorial placement.

■ **Media Tours** – DCI arranges desk-side appointments and one-on-one meetings for our clients with editors, writers and producers in major media markets.

■ **Press Visits** – We work closely with our clients to recruit journalists to visit their destinations and then handle everything from itinerary planning to follow-up to get results.

■ **Crisis Communications** – DCI has worked with our clients through a range of crisis situations, as well as proactively developed crisis communications plans and held community-wide crisis communications workshops for a number of communities.

■ **Media Training** – Videotaped media training done one on one or in small groups will prepare your spokespeople to interact confidently with the media in all situations.

*“In marketing places,
we know what works...
and what doesn’t.”*

Ted Levine
Founder and Chairman
Development Counsellors International



“As a result of DCI’s proactive media outreach, visitor arrivals to Tasmania have grown 28 percent from North America in the past year, without the assistance of advertising.”

Felicia Mariani
Chief Executive Officer
Tourism Tasmania



Prospect Development/ Qualification (PDQ)

Our PDQ department specializes in bringing our clients face to face with prospective investors and their advisors. We have refined a process that is part art, part science – but all results. Here's how it works:

- **Zeroing in on the Right Targets** – We use a powerful predictive model to identify companies within targeted industries and geographic areas that are exhibiting behaviors that forecast a site location need.
- **Telephone Outreach** – DCI's PDQ team then conducts an aggressive telephone outreach program to the identified prospects.
- **Appointment Setting** – Once we have done the hard work of zeroing in on the right companies and executives, we schedule in-person appointments and teleconferencing opportunities for our clients with prospective investors.
- **Progress Monitoring** – DCI uses a proprietary LeadTracker database to provide detailed reporting of all outreach so our clients can monitor our progress 24/7.



“DCI has arranged more than 50 face-to-face appointments with senior business executives with site selection responsibilities... 14 of these companies have announced investments in Spain.”

Juan Jimenez
Director
North America
INTERES Invest in Spain

“When we started down the road to marketing Tacoma for business investment, we knew we needed expert assistance. And we got it from the best...DCI helped us build a bold new reputation for Tacoma.”

Juli Wilkerson
Director
**City of Tacoma
Department of Community
and Economic Development**

The DCI team includes more than 40 economic development and travel marketing professionals, the largest assembly of “place marketing” specialists in the world.

Place Marketing

As specialists in economic development and travel marketing, DCI offers a full spectrum of marketing services. We identify what sets your destination apart and then work tirelessly to communicate your advantages to your target markets and key audiences. Here's how:

■ **Marketing Blueprints** – Our Marketing Blueprint is perfect for economic developers or travel marketers who are planning or re-engineering marketing efforts. After an extensive “discovery phase” that involves interviews with local leadership, analysis of key rankings, surveys and more, DCI crafts a highly detailed marketing “blueprint” with recommendations on advertising, public relations, online and direct marketing, special events, trade shows and other tactics. A timeline, budget and actual prototype materials are all part of the process.

■ **Special Events** – DCI has some of the most creative minds in the business when it comes to special events, such as a site selector luncheon, investor reception or media marketplace.

■ **Surveys** – We conduct objective assessments of how key audiences, such as the media, corporate executives, location advisors, travel agents, consumers and others, view your community.

■ **Talent Attraction** – With the workforce shortages and “brain drain” challenges that many locations face, DCI has developed creative ways to help our clients attract everything from world-class scientists to skilled laborers.

■ **Online/Social Network Marketing** – With the proliferation of online media, strong web strategy is vital and the importance of user-generated content (i.e. blogs, wikis, podcasts and video sharing sites) cannot be overlooked. DCI can market your area to a target audience through social media, providing in-depth analysis of today's Web 2.0 demographic and creating additional means of reaching untapped markets.

■ **Marketing Materials** – From annual reports, brochures and websites to highly creative e-marketing campaigns, DCI stands ready to help you write, design and execute just about anything you need.

A World of Experience

A Sampling of Clients
Since 1960

Cities/Regions

Baton Rouge, Louisiana
Charleston, South Carolina
Denver, Colorado
Houston, Texas
Kalamazoo, Michigan
Miami, Florida
Park City, Utah
Philadelphia, Pennsylvania
Research Triangle,
North Carolina
Sacramento, California

States/Territories

Louisiana
Maine
Massachusetts
North Dakota
Pennsylvania
Puerto Rico
Vermont
Wyoming

Countries

Chile
Dubai
New Zealand
South Africa
Spain
Sweden
Tasmania
Wales

*For a list of 350+ clients –
past and current – visit*

www.aboutdci.com



*“DCI knows their business, and they know their clients’ business.
It’s that #@!\$%&* simple.”*

Tom Clark
Executive Vice President
Metro Denver Economic Development Corporation

Development Counsellors International

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